

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXX

NEW YORK, SEPTEMBER 26, 1912

No. 13

You are glad to hear about and get the things that contribute to your convenience or profit. Other people are the same, or perhaps more so.

The approved way to inform unknown people concerning unknown goods is by means of the printed page.

To do this—do it well—do it within the bounds of reasonable outlay—is our sole business.

Have you anything to tell about anything to sell?

**N. W. AYER & SON**

**Philadelphia**

**New York**

**Boston**

**Chicago**

**Cleveland**

# A Riddle

## You Furnish Your Own Reward for the Correct Answer

Here's a sort of "How old is Ann" riddle.

If you bought and paid for a thousand tons of coal and had six hundred tons of it delivered to your competitor, how long would it take your friend to apply for a commission in lunacy?

Now the balance of the question is this:

If you pay \$600 to \$6,000 a page for advertising in mediums of general circulation, and have your goods on sale by only a thousand out of a possible ten thousand dealers, what manufacturer is supplying the goods to meet the demand created on the other nine thousand dealers by your advertising?

The best answer to this business problem is *selective* mediums. Mediums which cover a given class or section.

And that is where Standard Farm Papers break into the story.

Farming conditions are widely different in Wisconsin and Kentucky. Also the problems of the Dairy farmer differ from those of the wheat farmer.

As farm papers are published, *not* for the man who

wants to fill an idle half hour, but for the one who wants to fill an *active bank account*, that paper gets closest to its reader which deals most closely with *his* problems.

It is this that gives Standard Farm Papers their *selective* circulation. Covering their chosen field intensively it is not unusual for them to reach one out of every two or three possible subscribers.

This also makes them ideal for the advertiser. He can start with the state or section where distribution is best or his salesmen are working and *progress* until he has a *real* national distribution.

With every year ticking off increased profits, the farmer is an ideally responsive prospect, too.



THE MARK OF QUALITY

### Standard Farm Papers

are	Kansas Farmer
	Wisconsin Agriculturist
Farm	Indiana Farmer
	California Country Jour-
Papers	nal, San Francisco, Cal.
	The Farmer, St. Paul
of	Oklahoma Farm Journal
	The Ohio Farmer
Known	The Michigan Farmer
	The Breeders' Gazette
Value	Hoard's Dairyman
	Wallaces' Farmer

Wallace C. Richardson, Inc.  
Eastern Representatives,  
41 Park Row, New York City.

George W. Herbert, Inc.,  
Western Representatives,  
First National Bank Bldg.,  
Chicago.

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## WHAT SORT OF A PERSON IS THE CONSUMER?

RECORDS OF EXAMINATION IN COURT  
THROW SIGNIFICANT LIGHT UPON  
HIS RELATIONSHIP TO ADVERTISED  
BRANDS—THE AVERAGE MAN OR  
WOMAN IS SHOWN TO HAVE A  
POOR MEMORY FOR TRADE NAMES  
—GOODS IDENTIFIED MOST CLEARLY  
FROM PICTURES ON THE PACK-  
AGE—COMPLICATED MARKS OF  
IDENTIFICATION MEET A SAD FATE

*By Edward S. Rogers,*

Lecturer at University of Michigan,  
General Trade-Mark Counsel.

The question of infringement of trade-marks is always approached by the courts from the side of the ordinary purchaser. The rule of law is that one mark, name or device infringes another if there is a sufficient resemblance to make it probable that ordinary people using the degree of care that such persons usually do in purchasing articles like those before the court would probably be deceived and buy one article thinking it to be the other. It is not the careful person with his wits about him, the expert or the cautious who is considered, but the ordinary everyday unwary buyer.

An intelligent answer to the question, "Is the defendant's mark in any particular case within the rule?" can only be given after a careful investigation of the characteristics, habits and mental make-up of purchasers of very many different kinds of articles.

Take a case involving the alleged infringement of tin tags on plug tobacco. The court is asked by the complainant to say that the resemblance is close enough as to be likely to deceive the ordinary buyer of plug tobacco. The de-

fendant always argues there is no such resemblance, and since few infringers have the hardihood to make a Chinese copy of a rival's mark, there is usually room for an argument and such differences as do exist are made the most of. The judge must, as nearly as he can, put himself in the shoes of the ordinary consumer of plug and decide whether or not the marks are enough alike to fool him. It behooves counsel on either side of such a case to know what sort of people buy his client's goods; how intelligent they are, how careful and what are their habits and characteristics. In short, before he can rationally argue to a court that a given mark, name or device is or is not likely to deceive an ordinary purchaser, he must, or should, know himself and at first hand what sort of a person the ordinary purchaser is and how he behaves.

If an argument in a trade-mark or unfair trade case is ever to become more than a discussion of mere abstractions, like the disputations of the mediaeval churchmen concerning the number of angels who could stand on the point of a needle, the ordinary purchaser, who is the real party complainant in every infringement case, ought to be studied at first hand by the counsel in the case who is expected to look after his rights.

## ON THE TRAIL OF THE CONSUMER

For many years I have followed the trail of the ordinary purchaser. In cases involving Pillsbury's Best and Washburn Crosby's Gold Medal brands I have haunted grocery stores and watched him (or usually her) buy flour. I have stood by the hour in jewelry stores to see how people ask for and identify Big Ben clocks, in general stores in the

South, and watched men buy Schnapp's Plug or Lorillard's Good Smoke, in the North, Union Leader and Tuxedo cut plug, Pall Mall cigarettes and Manuel Garcia cigars. I have studied the buyers of dozens of other articles, Fairbank's scales, Quaker Oats, Baker's Cocoa, Ingersoll watches, Holeproof hosiery, Paine's Celery Compound, Cascarets and so on. It is an exceedingly interesting study as a matter of human nature and practical psychology and a useful thing in examining and cross-examining trade witnesses and participating in cases concerning the products.

While I do not pretend to be a designer of trade-marks as a commercial matter, this observation and study of the ordinary purchaser extending over a period of nearly twenty years has given me certain general notions on the subject of what trade-marks, labels or packages are best remembered and recalled. These notions may be all wrong, and I offer them with considerable trepidation.

#### ORDINARY BUYER POORLY INFORMED

In the first place, the ordinary purchaser is less well informed than we think he is; he is inattentive, indifferent and careless; he does not keep in mind the details of packages and labels; seldom examines with care what is offered to him; he seldom reads labels; he pays little attention to names of manufacturers, and as a matter of fact *in nine cases out of ten does not know who makes the goods he is in the habit of buying.*

It is astonishing how little dealers know about these things. In a recent case, the subject matter of which was the brand, "Mother's," a number of trade witnesses, all grocers, were called. One testified that he had dealt in "Mother's" brand of canned tomatoes for several years. He was asked to give the name of the producer, but was unable to do so. One man, who had been in business forty years, swore that "Mother's Oats" were made by

The Mother's Oats Company. Another testified that he had dealt in Mother's gelatine and had it in stock in his store when he was testifying, but could not tell who made it and would not even hazard a guess. One witness insisted that an article dealt in by him and which, as a matter of fact, was made by the party on whose behalf he was testifying and was directly involved in the controversy, was made by another establishment. The foregoing is a truthful statement of sworn testimony taken within the last two months in a pending case. The men testifying were intelligent, prosperous retail grocers and much better informed on such things than the average consumer.

If the dealer does not know who produces the goods he sells, the consumer can hardly be expected to. The situation here disclosed is typical and by no means exceptional. It has come under my observation so repeatedly that I have accepted it as a matter of course.

#### BUT THEY KNEW THE TRADE-MARK

One would naturally suppose that after a century's constant advertisement and use, housewives would know that Baker's cocoa and chocolate are made by Walter Baker & Co., Ltd., of Dorchester, Mass. I had occasion within a year to go through a record of testimony in an unfair trade case over the use of the surname Baker by another and much more recently established concern. The depositions of a very large number of women were taken. An analysis disclosed that many of them asked for the product as Baker's cocoa and Baker's chocolate; that the name Walter Baker & Co. was not used and is seldom known; that a large number of purchasers did not know whether the name was Walter Baker, William Baker or what it was; the location of the place of business of the producer was not known. A large number said it was in the East, "somewhere." Some few knew Dorchester, Mass., others said New York.



# The Ideal Circulation—

One reason why advertisers get results from **THE BUTTERICK TRIO** is because the women who subscribe do so because they really *want* to.

Thousands and thousands of these subscribers write us that they not only *want* but *need* their favored one of The Trio for its practical help.

This army of responsible women (85% of them married) buying a publication regularly because it contains something they *want* adds incalculable weight to every single advertisement within its pages.

## The Butterick Trio



Advertising Manager  
New York

James A. Townsend, Western Mgr.,  
First Nat'l Bank Bldg.,  
Chicago.

E. G. Pratt,  
New England Mgr.,  
149 Tremont St., Boston.

Many said they did not know. A considerable proportion of purchasers designated the product as "the chocolate with the girl on it." Some said, "The chocolate with the lady." Some called the picture "the Quaker girl or the Quaker lady"; some, "the picture in Colonial costume"; "the picture with the tray and cups"; "the little chocolate woman"; "I can't just describe it, only the picture is on it of a Quaker lady"; "there is a lady on the back"; "it is the one with the yellow label and a German lady on the wrapper"; "I don't know how she is dressed, shawl around her shoulders"; "the one with the woman on it"; "a little Dutch girl on the back"; "Puritan figure on the back"; "on the back of it is generally a little piece of paper with a lady on it"; "I thought it was a woman with a red kimono."

Any one who will indulge in a little introspection will admit that this is typical. Suppose, for a moment, you smoke Carolina or Romeo and Juliet cigars—what is the maker's name? Who makes the Boston or the Paris garter?

The ordinary person has as much difficulty in remembering the names of brands as the names of persons. The name of the article is easy enough—that is a part of the language, but the brand name is like the name of an individual. Brand names are much more easily remembered when they are helped by pictures which suggest the name, and pictures and peculiarities of package are better remembered and described than are names recalled. In the Baker case, just referred to, and in others concerning the same product, it appeared that over twenty-five per cent of the women who testified did not use the name Baker at all in ordering, but designated the product desired as "the chocolate with the girl"; "the chocolate with the lady" or "the chocolate with the Quaker lady," "with the Dutch lady," "with the Puritan girl," etc.

#### PICTURES MOST EASILY REMEMBERED

It is the universal human trait to remember pictures better than

names—picture writing and ideographic writing were in use long before alphabets were invented. "Your face is familiar, but I can't recall your name," is so commonplace that it has ceased to be an insult. *It seems to me, therefore, that there ought to be an easily recognized picture where possible on every label.* It ought, too, to represent something with which the ordinary person is familiar, so as at once to be recognized as something known and within everybody's experience. Pictures are a universal language, understood by all people. A dog's head is a dog's head, whether a person speaks English or Hindustani. If possible, the picture should suggest the name, or better still, be the name expressed *pictorially*. The label or package then shows the same thing twice in two languages, appeals to two senses—sight as well as hearing—to the illiterate as well as the literate observer, and it has the added force of repetition. It is easier for most people to describe things than to name them. We all identify people more easily by some physical characteristic than by name, and we can usually tell whether we have seen a person before though we may never know his name.

The same applies to packages of goods—it is easier for people to ask for the macaroni in the yellow package with the red band around it than it is for them to say the name, Fould's. Pabst Blue Ribbon beer is an illustration. Captain Pabst was a horse and stock fancier. The brewery put a particular brew of fine, light beer upon the market in an attractive package under the name "Select." As an ornament and additional badge of identification a strip of blue ribbon was tied about the neck of the bottle, very much as similar ribbons are fastened to prize-winning cattle and horses. It was an attractive thing and whatever suggestion it conveyed was in the right direction. The name on the label was "Select" and the words, Blue Ribbon, nowhere appeared upon the package. The public immediately be-

# Street Cars

VS.

# Automobiles

Mrs. Jones lives in town. Her family spends \$70.00 a year for car rides; so does Mrs. Smith's family; and that is the average for all other town families.

Mrs. Gray lives on a farm. Her family spends nothing for carfare; neither does Mrs. Brown's family, or any other average farm family.

Mrs. Gray's family and Mrs. Brown's family on the farms not only have bigger annual incomes than do Mrs. Jones' family or Mrs. Smith's family or any other average family in town, but they each save this

\$70.00 a year or else they add it to other money saved in other ways and buy an automobile.

\$70.00 per family per year saved from carfare means \$43,750,000 to The Farmer's Wife subscribers alone and carfare is only a small part of their savings. They save money that city families must spend on rent, light, groceries, vegetables, meat, butter, milk, eggs, fuel, water and a dozen other things. These are the first necessary expenses for the city family, but all this money can be spent for advertised goods by the farm family.

**The automobile manufacturer, the piano manufacturer, the clothing manufacturer or some other manufacturer of advertised goods gets the money of these farm families — not the street railway company, the landlord or the market gardener.**

If you are a manufacturer it ought not to be difficult for you to decide whether you will spend your money trying to sell goods to the people who have to spend all their incomes for carfare and other necessary expenses or to the people who are free from street car expense and all kindred city bondage.

The Farmer's Wife goes into the field of least resistance for manufacturers. Its 625,000 subscribers are the purchasing agents in 625,000 of the most prosperous farm homes. It is today one of the few really big sales forces in the American publication field. Send for rates and other particulars.

## THE FARMER'S WIFE

A WOMAN'S FARM JOURNAL

Webb Publishing Company, Publishers, St. Paul, Minn.

George W. Herbert,  
(Incorporated)  
Western Representative  
600 First Nat'l Bank Bldg.  
Chicago

Wallace C. Richardson,  
(Incorporated)  
Eastern Representative  
41 Park Row  
New York

gan to order and ask for the beer as "Blue Ribbon beer"; the word "Select" was seldom or never used by consumers or dealers, and if the beer was designated by the name "Select," which was on the label, in shipping to buyers, objection was made at once and letters were received protesting that what was wanted was not "Select" but "Blue Ribbon" beer. Finally, out of regard for the universal public acceptance of "Blue Ribbon" as the name of the beer the word "Select" was dropped from the label and "Blue Ribbon" placed there instead.

A few years after this change was made, in the course of a lawsuit with another brewery over the alleged infringing use of the name "Blue Ribbon" by it on beer of its production, a large number of liquor dealers, saloon keepers, bartenders and consumers of beer were examined as witnesses for the purpose of showing that the name "Blue Ribbon" was the recognized public designation of this particular variety of Pabst's beer. These men had handled, dealt in and used the beer daily from the very beginning. Out of several hundred not more than a dozen remembered the name "Select." Many swore that that word had never appeared on the label, but that "Blue Ribbon" always had been there and that there never had been any change in this respect. I recall one choleric German saloon keeper, who wanted to fight counsel who was cross-examining him about the name "Select" on the labels. He said the name never was there at any time and that the lawyer was trying, as he expressed it, "to ball him up and make an esel out of him." In all of the testimony taken not one witness was at all uncertain about the blue ribbon tied to the neck of the bottle—they all remembered that—just as in the Baker cases all the witnesses knew the chocolate girl and some knew no other identifying element.

These instances are examples merely and are so typical that it seems clear that pictures or conspicuous physical characters are

more easily remembered and recalled than names.

#### WHEN THE NAME IS REMEMBERED

But, of course, people must have something to ask for. If they have a picture that suggests a name or a physical characteristic that they can describe, the name problem is solved. "Blue Ribbon Beer," "Dog's Head Ale," "Quaker Oats" and the like illustrate this. When the picture or characteristic is described, the name is spoken. One mental operation on the part of the buyer is all that is necessary. There is no necessity on the part of the consumer of a double effort to remember name and device and which name goes with which device and connect two variant elements, and the consequent liability of getting mixed up is avoided.

The name selected ought to be simple, short and easy to say, and to pronounce. From some points of view coined words have advantages, but the practical difficulty with them is that the user of such words has two difficult things to do. He must add a word, hitherto unknown, to the language, and he must teach indifferent people what it means. I refer here to words which are really invented, like Kodak, and not to the feeble attempts so often met of taking a descriptive term and, by misspelling or in some other witless fashion of assuming, to give it an arbitrary character. Such names are the blank checks of intellectual bankruptcy. Arbitrary names, being unfamiliar, are difficult to pronounce and people hesitate to attempt it for fear of ridicule.

#### DANGER OF ARBITRARY NAMES

I recall one woman, who was a witness in a case involving a food product sold under a most euphonious invented title, who testified, when asked how she identified the article, "I usually point to it when I can see it; if I can't see it I don't buy it; I'm not sure how to pronounce the name, so I never try. I'm always afraid I'll get it wrong and the grocer will think I'm a fool." In

this particular case this drawback was so serious and so many complaints were heard that the name was changed to one less difficult.

Even names so simple that it seems almost impossible that they can be mispronounced sometimes are mangled almost beyond recognition. I was haunting drug-stores several years ago to satisfy myself as to the extent that purchasers asked for Cascarets, using the words "Candy Cathartic." A woman came in and asked for a bottle of "Scodliver Oil." The druggist produced a bottle of ordinary cod liver oil. The woman declared that that was not what she wanted, she wanted "Scodliver oil" and accused the druggist of substituting. A good deal of cross-questioning disclosed that what the woman wanted was "Scott's Emulsion."

A trade-mark name ought, if possible, to be a word that people are familiar with and easy words, not hard ones out of the back of the book; then the man who wants to identify such a word with his goods has only one thing to do—associate it with his article on the package; he has only to give a new association and meaning to an old word,—he does not have to teach people a new language and compel them to speak it. Everybody knows the words "Gold Dust," "Ivory," etc. They do not have to be learned. The public must only be educated to associate them with certain merchandise—a much simpler thing than to teach them that there is a word spelled "cephalogine," and that it is pronounced in a certain way and is a headache remedy.

Trade-marks and labels should be simple. People cannot and will not get and keep complicated impressions. It is a fact that the ordinary person can only see at one time three or four words in a printed line. Most labels are too elaborate and have too much on them. In the effort to have a large number of distinctive elements the effect of each is destroyed and no distinct impression is made. It is much better to have few things on the label, the fewer the better, and have

each stand out like a lighthouse—a very few good strong colors and no superfluous ornamentation and printed matter. Then the impression created is instant, distinct and will last. A multiplicity of separate elements creates a multiplicity of impressions, the strength of each in inverse ratio to the number. One good strong one concentrated on one thing is far better than ten scattered among ten different things.

Modern label designers could well emulate the almost brutal simplicity of the paleolithic artists who decorated, with pictures of animals, the caves of Altamira. These pictures once seen are not soon forgotten, while a man may walk miles in a modern gallery and be sure of nothing except that he has seen some pretty pictures.

#### EMANUEL KATZ, FOUNDER OF AGENCY, DEAD

Emanuel Katz, founder of the special advertising agency at No. 15 East Twenty-sixth street, New York, died at his summer home in Far Rockaway on September 18. Mr. Katz was sixty-three years old.

Mr. Katz spent many years in the newspaper business and was known to a large number of newspaper men as well as to a great many in the advertising field. When he was seventeen he began newspaper work on the *San Francisco Chronicle*. Later Mr. Katz became business manager of the *San Francisco Examiner* while that newspaper was being directed by Senator George Hearst, father of William Randolph Hearst.

After serving for some time as business manager, Mr. Katz was sent to New York to act as eastern manager for the *Examiner*. It was while engaged in this work that he formed his special advertising agency. After the special agency had been under way for some time, Mr. Katz, while still maintaining it, became advertising manager of the *New York Journal*, being associated in the work with William C. Freeman, now of the *Evening Mail*.

Mr. Katz's sons, G. R. and S. L. Katz, who were connected with the special agency, continued the business after Emanuel Katz retired several years ago.

Ownership of the *Denver Times* has reverted to William G. Evans, the traction magnate, who is said to have held \$350,000 in notes given by Robert W. Speer, former mayor of Denver, who took over the paper in January, 1919.

Upon application, the Thirty Club, of London, has been made a member of the Associated Advertising Clubs of America.

## THE PAID-ON-DELIVERY LETTER

WHY IT WOULD BE A BOON TO THE PUBLIC AND TO THE GOVERNMENT—ADVERTISERS' DEEPLY INTERESTED—A NEED THAT WOULD BE SUPPLIED AT ONCE IF THE POST-OFFICE DEPARTMENT WERE OWNED BY A VAIL OR A WHELAN

*By Frank Finney,  
Of Street & Finney.*

What's the hardest thing in the world to get?

A postage stamp.

When you want a postage stamp there is never one in the house; the neighbors have used the last one they had; the drug-gist is just out; the cigar stand in the hotel sells them with a frown that makes you feel like you had stolen something; and the post-office is seventeen blocks away.

Millions of letters per annum never get "writ" and never get sent because it is such hard trouble to get the letter mailed.

The post-office department is losing millions per year by making it the hardest thing in the world to send a letter instead of making it the easiest thing in the world.

This is mediæval—not 1912 efficiency.

If Mr. Vail, of the American Telephone and Telegraph Company, owned the post-office department he'd ascertain how many stamps each household uses per year, and have the mail-carrier call each household's attention to this fact, and sell them a book containing enough stamps to last them a year, just as he tells you how many calls you have on your telephone per year, and how many wires you need.

If Mr. Whelan, of the United Cigar Stores, owned the post-office department, he would have a man standing on every corner in the United States with his pocket full of stamps, ready to serve you. Seriously, he would have every mail-carrier stocked with stamps, and pay him a pre-

mium or commission for selling them.

If Mr. Rockefeller owned the post-office department, he would have a pipe-line running into every house to supply stamps, or at least a wagon covering every town in the country selling stamps.

The post-office doesn't sell the stamps, the stamps sell themselves. There is no effort on the part of the post-office department to merchandise their stamps, and push the sale of them.

The point of this story is that advertisers all over the country are complaining because they don't get enough inquiries for booklets about their goods. They'd like to get ten million times more inquiries than they are now getting from their magazine and newspaper advertisements. My scheme is to get the post-office department to allow advertisers to state on their coupons in the periodicals and newspapers that "this coupon, torn off and pasted on an envelope, is the same as a postage stamp if the envelope is addressed to the advertiser who publishes the coupon." In other words, make the coupons good for collect postage. Then the consumer can simply tear off the coupon and stick it on an envelope, and send in to the advertiser for a booklet or information about the goods.

Of course there will be ten thousand objections and things to overcome with a scheme like this because it is new, but if the post-office department will try to overcome the objections, and not let the objections overcome them, the thing could be put into effect.

The question is, Do advertisers want this service? It would be interesting to have an expression of opinion from advertisers on this subject. And PRINTERS' INK would probably be glad to hear from advertisers everywhere as to what they think of this suggestion.

An Adscript Club has been organized in Terre Haute, Ind., by Fred C. Millis, advertising manager of the *Saturday Spectator*. There are fifty members of the new organization.

## A. N. P. A. QUERIES MEMBERS ABOUT POSTAL LAW

CIRCULARS ASK PUBLISHERS IF THEY APPROVE OF PROVISIONS OF THE NEW REGULATIONS PASSED BY CONGRESS AS "RIDERS" ON APPROPRIATION BILL—INTIMATION THAT THE ASSOCIATION MAY CONTEST THE VALIDITY OF THE PROVISIONS IN THE COURTS—HOW EMINENT COUNSEL REGARD THE LAWS

The American Newspaper Publishers' Association, following a meeting of its directors held September 20, has sent out circulars asking for opinions from its members as to what they think of the new postal laws. These laws, which propose to regulate the conduct of newspapers and other publications by requiring the publication of circulation statements and sworn statements of details of their business and which prohibit the publication of advertising reading notices unless marked as such, will go into effect October 1. The circulars sent out imply that an appeal to the United States District Court would result in the declaration that the law is unconstitutional.

That there will be immediate action either by the association or by its members, individually (the association as such would not have proper standing in court), to secure an injunction against the enactment of the law, until the case is decided, is probable. Meanwhile, however, the association, viewing the statute as a severe blow not only against the publishing business but against commerce in general, seeks to obtain answers from its members to the following questions:

1. Do you approve of the law singling out newspapers for the interference of the post-office department?

2. Do you not believe the Association ought to use its resources in contesting the validity of the law?

The circular states that these questions are asked because the directors doubt the accuracy of

the declaration of Chairman Bourne of the Senate Committee in his report on the Post-office Appropriation Bill to the Senate, that "a vast majority of the newspaper and periodical publishers" are in hearty accord with its provisions.

Legal opinions as given by James M. Beck, former United States Attorney General, now counsel for the *New York Sun*, and Robert C. Morris, of Morris & Plante, counsel for the Association, frankly declare the new laws which require sworn reports to the post-office department respecting ownership of newspapers, management, evidence of debt and net paid circulation under penalty of complete exclusion from every class of mail, absolutely unconstitutional, and predict that they will be so declared by the courts. It is understood, also, that instructions in regard to enforcement of the new law as sent out to the post-offices, copies of which are included in the documents sent to Association members, are held to be somewhat indefinite and that officials likely to bring suit against violating publishers will be inclined to go slow until something more elucidating is issued by the department.

Portions of the legal opinions of Messrs. Beck and Morris are reprinted herewith:

Mr. Beck says in part:

The section referred to is novel, far-reaching, and, whether intentional or unintentional, will be, if sustained as a valid law, the entering wedge for Federal censorship of the press. These two sections (the statute) have different purposes. The one seeks to establish an inquisitorial examination into the ownership of newspapers and the amount of their circulation, not for the purpose of regulating the carriage of the mails, but in order to determine who is the responsible owner of the organs of public opinion and the extent of the influence of such organs as measured by circulation.

As the newspaper press is to-day the most unusual and efficient method for public discussion and the dissemination of political news and views, it is obvious that this inquiry by the post-office department into the ownership of newspapers and the extent of their influence is an attempt to ascertain through the post-office how influential a given medium of public opinion may be.

The second provision confirms the conclusion that the purpose of the sec-



tion is not to regulate the carriage of the mails, but to regulate the business of journalism, for it seeks to prohibit under any circumstances and without reference to carriage of the mails the insertion in the reading columns of a newspaper, as distinguished from its advertising columns, of any matter for the insertion of which the publisher has received compensation, unless matter thus inserted is marked "advertisement."

The Federal Government has no power that is not expressly or by fair implication delegated to it. Beyond the guarantee of the freedom of the press, the Constitution is silent as to any Federal power over journalism. The newspaper press is in theory and fact the "fourth estate," and anything that affects its freedom from undue Governmental interference is of vital importance to the perpetuity of our institutions.

No such far-reaching usurpation of the reserved police power of the state has ever been brought to my knowledge. It is a plain, palpable, and naked invasion of the reserved rights of the state. For the reasons given I am of opinion that the law as a whole is unconstitutional and void, and am confident that if the question was tested the District Court of the United States, or in any event, the Supreme Court of the United States, would so decide.

Mr. Morris, in his opinion, says in part:

It would appear that the law under consideration is not to prevent injury to public morals or public health, and it is difficult to perceive how it can in any wise be construed as affecting the public welfare. It is, on the other hand, oppressive, is directed to a particular class, imposes unusual and unnecessary burdens and restrictions upon a lawful occupation and invades liberty and property rights, which are inviolate under the fundamental law.

This law has not the excuse of demanding statements such as might be required by an excise law to furnish the basis for taxation. While in so far as it requires, like our New York statute, the publication of the names of the owners, it seems reasonable and proper, yet beyond that point there would appear to be no justification for its enactment.

This law is perniciously inquisitorial and seeks to inquire into the details of a legitimate private business and constitutes an unwarranted interference with private business. We firmly believe this law to be unconstitutional, and that it should be tested by an appropriate action by one of the members of the American Newspaper Publishers' Association looking to an injunction against its enforcement.

N. W. Ayer & Son are now placing the accounts of the Durham Hosiery Company of North Carolina, Fleischman's Yeast and Diamond Match Company.

The *Farm World*, of Chicago, has been consolidated with the *Farm Journal*, of Philadelphia.

## SLANG IN ADS

POSTAL LIFE INSURANCE COMPANY.

NEW YORK, Sept. 18, 1912.

Editor of PRINTERS' INK:

I was very much interested in your exhaustive article with respect to the advisability or non-advisability of using slang in advertising copy.

I read it last night with interest, and this morning's mail brings me two letters which I am enclosing.

These letters give rise to the thought of whether those who use slang know how to use it.

I may be wrong, but it strikes me that the phrase "start something" means to start a row, and that is not the way in which the Scribner people use it.

In the *Ladies' World* letter, the writer sets off the exclamation "By Jove" with quotation marks, as though it were slang, whereas the expression "going some" is the slang.

He also is fearful we may overlook his use of "Think Tank," since he not only capitalizes it but sets it off with quotation marks.

Don't you think that a supplemental article might be prepared on the right and wrong use of slang with examples of each?

WESLEY SISSON,  
Secretary.

THE LADIES' WORLD.

NEW YORK, Sept. 17, 1912.

DEAR SIR:—

Selling apples by mail is going some "By Jove"—Is it not?

A canny Connecticut farmer named Hale generated this idea in his "Think Tank."

Hail him!—A progressive advertiser. The *Ladies' World* with pleasure hails a progressive sales method.

Parcels post will carry eleven pounds, and three medium apples weigh a pound.

Your sales we want to increase—How?

Seven hundred and fifty thousand progressive women, 85 per cent married with children to nurture—Husbands with purchasing power—read your ad—leave it to them.

This army of men, women and children believes in *The Ladies' World*.

Sixty-five per cent renew their subscriptions—why shouldn't they?

Let us submit to you concrete information in figures—let us give authentic data—then see for yourself.

Yours truly,  
DONALD MACKENZIE MACFAYDEN,  
Advertising Department.

SCRIBNER'S MAGAZINE.

NEW YORK, Sept. 17, 1912.

DEAR SIR:

The November *Scribner* will "start something"—two things, in fact—Price Collier's article on "Germany and the Germans—from an American Point of View" and "Stevensoniana"—more letters and other personal papers of Robert Louis Stevenson. "Germany and the Germans" will prove a sensation. Anything that Stevenson wrote is a keen delight.

Very sincerely,  
J. C. BULL.

# From an \$80,000,000 Concern

Sales subject to strike, embargo, or action beyond our control

Conditions subject to change without notice



**NATIONAL TUBE COMPANY.**

CABLE ADDRESSES:  
"TUBULAR PITTSBURGH"  
LAPWELD NEW YORK

JOHN J. KENNEDY  
GENERAL MANAGER OF SALES  
DAVID H. RAMSBOTTON  
ASSISTANT GENERAL MANAGER OF SALES

PITTSBURGH, PA.  
PRICK BUILDING

Aug. 30th, 1912.

Printers' Ink,  
12 West 31st St.,  
New York, N. Y.

Gentlemen:-

Presume you have seen Street & Finney's summarization in reference to Printers' Ink, as per attached copy, but thought it best to send it to you anyhow. The showing seems to be excellent for Printers' Ink.

The writer was particularly interested in this because his acquaintance with Printers' Ink extends over a number of years. As a matter of fact I used to read it in the public reading room something over eighteen years ago.

I was somewhat struck by the increased size recently; that is, I was out to Carnegie Library and noticed the bound volumes of Printers' Ink. In the last five years they have steadily increased in bulk (and certainly in quality).

Success to the "Little School Master."

Very truly yours,  
NATIONAL TUBE COMPANY.

LFH-B.

*L. J. Hamilton*

¶ The Street & Finney advertising agency wanted to know the best method of reaching national advertisers.

¶ They wrote to a number of important concerns for their views; and the consensus of opinion was overwhelmingly in favor of PRINTERS' INK.

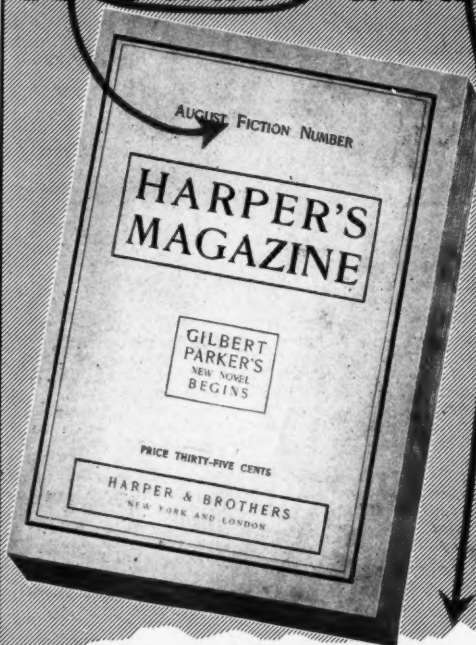
¶ A report of the Street & Finney investigation will be sent to anyone desiring it.

## PRINTERS' INK

12 WEST 31st STREET

NEW YORK

# A Cause and Effect



**THE CHICAGO DAILY TRIBUNE: MONDAY.**

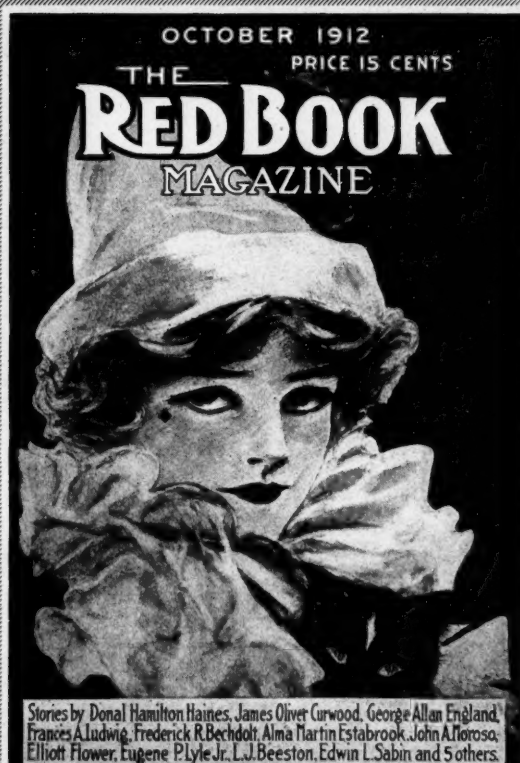
MESSRS HARPER & BROTHERS have to announce that the entire edition of the August Number of

## Harpers Magazine

was exhausted within ten days of publication and that they are no longer able to supply the demand.

The edition was the largest which has been printed since Christmas.

Example which Proves  
the Success of the  
All-Fiction  
Policy of  
**THE RED BOOK**  
MAGAZINE



## *As to Copy*

There are some kinds of advertising copy that we find ourselves unable to accept, though the product sought to be advertised is excellent. It may save annoyance to good friends and remove a personal tinge from future necessary refusals if we describe in a general way what such copy is.

But first we must point out that Good Housekeeping space sells merchandise because—among other things—a few simple rules are followed, about such as good writers of copy impose upon themselves. The magazine is co-partner with its advertisers—stands or falls with them. Its requirements are the fruit of experience and for the good of all.

There is no "best" anything in a world where an article suited to one person's needs is not so with someone else. There is no "only" anything manufactured, in a practical sense. Such expressions unsettle confidence and weaken our hold upon readers to whom we unreservedly guarantee every statement of our advertisers. Superlatives, exaggerations, reflections upon competing products, the omission of vital facts, spoil many an otherwise good piece of copy. In all such cases we ask that modifications be made.

We believe an examination of Good Housekeeping's advertisements will show that their sales-power and general tone are enhanced by the restrained style of statement. The willing co-operation of nearly all advertisers has enabled us to stand firm in a policy which has developed confidence on the part of our readers to an unusual degree.

**Good Housekeeping  
Magazine**

*New York*

*Washington*

*Boston*

*Chicago*

## SYSTEM THAT LAYS BARE CIRCULATION FACTS

HOME-MADE CLASSIFICATION OF MEDIUMS THAT TELLS THE MAIL-ORDER ADVERTISER WHETHER HE IS GETTING ALL THE VOLUME HE PAYS FOR

*By John Newland,*

President and General Manager of Hall-Borchert Dress Form Company, New York.

It is worth something to have a mail-order end to your business if for no other reason than for the help it gives you in determining the exact producing power and circulation of the periodicals you use, and in getting a line on the promises and performances of the other mediums you use for general advertising.

It is possible to do this if a business executive makes the most of the figures that come under his attention.

The other day I had occasion to cut off a publication from our list of thirty-odd mediums. It had fallen below the deadline and thus almost automatically excluded itself. The manager, with whom I am intimately acquainted, came in himself to see me.

"I don't believe it is the fault of the paper," I told him. "I believe the circulation figures are inflated and your rates with them. If the circulation and rates were down where they belong, your paper would show up with the others in its class."

"How much circulation do you imagine we've got?" he asked.

"We don't imagine; we know," I told him, and named a figure less than one-fourth of the claimed circulation.

"Where did you find out?" he exclaimed, and could not believe

that the business itself, when rightly interpreted, would show the actual circulation of his paper and of any other medium we had been using for any length of time.

It is, however, nothing more than an interesting and, to us, important illustration of the law of averages; the same law on which insurance companies depend for the successful conduct of their business.

The first requirement is to get all the data in shape.

We began with a certain form which has been amplified from time to time, and which we have now printed. It is some 12 by 15 inches in size. The names of mediums are set down at the left and opposite them are carried out, each in a column of its own, the figures on



AD WHICH HAS RUN EIGHT YEARS WITHOUT IMPORTANT CHANGE AND PULLS BEST IN EVERY TEST

## BUST and HIPS

Every woman who attempts to make a dress or shirt waist immediately discovers how difficult it is to obtain a good fit by the usual "trying-on-method," with herself for the model and a looking-glass with which to see how it fits at the back.

### "HALL-BORCHERT PERFECTION Adjustable Dress Forms"

do away with all discomforts and disappointments in fitting, and render the work of dressmaking at once easy and satisfactory. This form can be adjusted to 50 different shapes and sizes; bust raised or lowered, also made longer and shorter at the waist line and form raised or lowered to suit any desired skirt length. Very easily adjusted, cannot get out of order, and will last a lifetime.

Write for Illustrated Booklet, containing complete line of Dress Forms with prices.

Hall-Borchert Dress Form Co.

Dept. 6, 30 West 32d St., NEW YORK

Dept. 6, 169-171 North May St., CHICAGO

Dept. 6, 70-76 Pearl St., TORONTO, CAN.

Claimed circulation.  
Cost of advertising.  
Cash returns.  
Returns per dollar spent.  
Inquiries.  
Cost per inquiry.  
Proceeds per inquiry.  
Orders.  
Cost per order.  
Proceeds per order.  
Ratio of orders to inquiries.  
Ratio of inquiries to circulation.  
It is the fourth column, or "Re-



turns per dollar spent," that tells whether we can afford to keep on with a medium, and it is the last two columns, "Ratio of orders to inquiries" and "Ratio of inquiries to circulation," that reveal the actual state of the circulation.

It is obvious that if the figures cover any considerable period, and if they are "interpreted with common sense," that is, with relation to other known facts, they furnish a sound basis for estimating the circulation of the mediums one is using.

One of the most important of the known facts is that the mediums are not in one class but in several classes. The *Ladies' Home Journal* and *Le Bon Ton* or *Costume Royal* appeal to different classes of readers; they cannot be lumped in one category. If they were, we could not depend upon the figures.

The way we arrive at a proper basis of interpretation, therefore, is to divide our list up into as many different classes of mediums as are necessary to get those of a kind together. With us, that means about five classes. We sell to housewives and to dressmakers, and the different kinds of each, so far as we are concerned, make up the five. The classes differ very widely among themselves, but the papers of each class have to approximate each other, or something would be wrong. It might not necessarily be the circulation, but very likely it would be if no other shortcomings were disclosed.

We can see how necessary it is to make this distinction as to classes of mediums when the figures show that some mediums produce one inquiry to every 209 of circulation, another one in every 5,057 and still another one in every 9,202. Inquiries, of course, are not taken as a final criterion.

In this manner we take circulation out of the list of the variable, so to speak, and put it in the class of the constant. We are enabled to compute our costs more accurately and guide our campaign more intelligently,

We sell three articles, a dress form, made in different sizes, running as high as \$18; a skirt-marker, and a pinking machine. Besides the mail-order business, we sell, as stated, to dealers. I do not suppose the general selling plan differs very much from that of most other businesses, although our business to-day differs in many respects from what it was a dozen years ago, and it is changing all the time because of the changing conditions. We have been having the common experience of many other advertisers. There has never been a time, for instance, when, looking ahead, we could have said: "Our market is unlimited." The demand always has appeared to be just a little bit in excess of our supply. We never quite caught up with it, but it never seemed to be out of sight, either. And though we grew and have developed three factories and a selling organization that reaches over the world, it has always appeared in much the same way to us.

One of the things that early confirmed me in my conviction as to the existence of a considerable latent demand for our dress forms was the experience our Baltimore agent had about nine years ago. While passing through a section of the country surrounding Baltimore he stopped at a house and came upon the housekeeper engaged in fitting a dress over a home-made form which she had made by putting her corsets around her ice-cream freezer, stuffing them with paper to steady them, and then placing the freezer on top of the piano stool. She had never heard of a dress form before and ordered one on the spot from the catalogue our agent carried.

Another curious experience we had was with a woman out in Kansas. She had sent in an inquiry and received our catalogue. From this she made up her mind that she wanted a form that cost \$15. She had but \$7.50 to spare, and decided to invest that in eggs, from which she intended to get and raise chickens enough to yield her a profit of \$15 or more. The



# Only that which "Belongs"

There's been the devil to pay on this subject of rejecting patent medicine and liquor copy—the outcasting of the undesirables. Much credit to the publisher who purifies his columns! But, witness this:

For **years** the Hill Papers have refused to take **any** advertising which does not "belong." This automatically rejects the undesirables.

More, it keeps out all advertising which is not in line of the paper.

The Hill Papers are published for one distinct purpose—to help the man who reads them in **his work**. Text and advertising must be directed to this end.

The man who advertises machinery and allied lines does not compete in our columns with everything from soup to soap.

A few recent instances of rejected contracts: A desirable watch account; an excellent automobile account; a good washing powder account—all from reputable agencies.

That's another one of the reasons why

**T**HE five great quality circulation engineering papers of the Hill Publishing Co. are:



***The Engineering and Mining Journal (1866)***

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

***Engineering News (1874)***

The Standard Paper of Civil Engineering. Circulation 18,750.

***American Machinist (1877)***

Devoted to the Work of Machinery Construction. Circulation 23,500.

***Power (1880)***

Devoted to the Generation and Transmission of Power. Circulation 30,500.

***Coal Age (1911)***

Devoted to Coal Mining and Coke Manufacture. Circulation 8,250.

## Make-It-Pay Technical Advertising

is not merely a rhetorical expression in this organization.

The present dollar is only of passing interest—what is the best all-around policy for readers and advertisers is the real question.

Right in line is the Make-It-Pay Department. Fifteen people specializing on advertising campaigns and copy for the Hill Papers and their audiences. Ready to take **your** problem in hand and help in the solving of it without charge.

## Let Us Show You

An analysis of your proposition, if it "belongs," a campaign and copy directed straight at the readers of Hill Papers, mainly because it will pay you.

**Hill Publishing Co.**

505 Pearl Street

New York City

chickens came out all right, but a day or two before she was ready to turn them into money chicken thieves raided the coop and lifted every one of them.

She wrote us a very pathetic letter about it. We told her that if she had invested her \$7.50 with us we would have sent her the dress form and let her pay off the balance in her own way. In fact, though she had not suggested it, we sent her the form she wanted, and she paid it all up, a dollar or so a month.

That is the sort of demand we found. The first real indication of an unexpectedly large latent demand has been given in the dealer, not the mail-order field.

It is our first experience with the instalment plan. We do not practise it ourselves, nor call it instalment selling. We leave it entirely to the dealers, and they call it the Easy Payment or Club Plan.

Department stores in three or four places have tried it with great success, and we are hoping to extend it to other places. In doing this, the dealer naturally has the help of our national advertising and connects his own local advertising with it. We supply him with electros for his newspaper copy, and with literature for distribution, as well as circularize selected lists for him.

To further assist the dealers we shall begin a campaign, our first, in the street cars this fall. We shall start out in twelve cities, Buffalo, Rochester, Syracuse, Utica, Albany, Troy, N. Y., Richmond and Norfolk, Va., Hartford, Conn., Springfield and Worcester, Mass., and Providence.

Our dealers are practically all in large towns. The dealers in the small towns have not warmed up to our proposition yet, on account of the expensive line, and we reach our prospective customers in those places through the mail-order papers. We are spending about \$33,000 on mail-order copy this year, and some \$40,000 altogether.

Most of our copy is small space copy. The one reproduced with this article is the usual one. This

runs in all mediums like the *Ladies' Home Journal*, *Woman's Home Companion*, *Housekeeper*, etc. We have run this advertisement, practically unchanged, for the past eight years, and it is more effective than any of the other advertisements of the same size which we have occasionally tried it out with. It is just a plain business-like ad and seems to be the ideal treatment for our particular article. We thoroughly believe in it.

We generally take larger space every month in two or more of the woman's magazines, for example, quarter-pages for October in the *Delineator* and *Designer*, and for November in the *Delineator*, *Designer*, the *Woman's Magazine*, and *Ladies' Home Journal*.

In the magazines that reach the dressmaking trade we have larger space, occasional pages, perhaps, in papers like the *Costume Royal*, etc.

Some of these advertisements are set up in seven languages, including Russian and Bohemian.

Our complete list at present is as follows:

*McCall's*, *Woman's Home Companion*, *Home Pattern Quarterly*, *Delineator*, *Elite Styles*, *Pictorial Review*, *Le Bon Ton*, *Peerless Quarterly*, *Le Costume Royal*, *Toilettes*, the *Woman's Magazine*, *Butterick Quarterlies*, *Peerless Fashion Sheets*, *May Manton's*, *Ladies' Home Journal*, *Mothers' Magazine*, *Pictorial Quarterly*, *Woman's World*, *Designer*, *Modern Priscilla*, *Pictorial Fashion Sheets*, *Housekeeper*, *Home Pattern Monthly*, *May Manton's Sheets*, *Gowns*, *Needlecraft*, *Christian Herald*, *Ladies' World*.

There is always much interest as to how long inquiries should be followed up when they do not respond at first. Our policy in this respect is expressed in our follow-up slogan—"Buy, Die or Say Why!" which, by the way, is never written or printed.

On October 1 the publishers of the *Town and Country Journal*, of San Francisco, will change its name to the *California Country Journal* and change it from a semi-monthly to a weekly publication.

**The Great American Northwest  
cannot be properly covered  
except by using**



**Minneapolis, Minn.**

**The Leading Farm Weekly of the Northwest**

**150** MILLIONS OF DOLLARS MORE than last year will be received by the farmers of the American Northwest for the crops produced in 1912. The increased values of the crops over two years ago is almost \$250,000,000, and crops in that year were worth close to half a billion dollars. *Do you realize the prosperous condition of the Northwest as shown by these figures?* Do you know that the value of farm property in this section is close on to five billion dollars? Do you know that the live stock figures for the great American Northwest reach the stupendous total of over \$705,000,000?



You can reach these prosperous farmers by using the *Northwest Farmstead* with its

**100,000 Circulation  
Weekly Guaranteed**

Its editors are thoroughly identified with the Northwest and are devoted to the most rapid and wisest development of this vast empire. They take hold with the farmers to promote every good work that may advance the interests of the farm, the home and the school. It has gained an enviable record for result producing. It's being used by the leading general, as well as agricultural, advertisers.

**Let us send you expressions from advertisers who have proved the advertising and selling value of NORTHWEST FARMSTEAD**

**ORANGE JUDD COMPANY, Publishers**  
**HEADQUARTERS, 315 Fourth Ave., New York**

601 Oneia Bldg.  
Minneapolis, Minn.

1209 Peoples Gas Bldg.  
Chicago, Ill.

326 Candler Bldg.  
Atlanta, Ga.

Myrick Bldg.  
Springfield, Mass.

**It is not the business of our representatives to gather advertising copy to fill so much white space. It is their business to sell space in the American Sunday Magazine, worth at least \$5.00 per line, to those advertisers who can and do make that space worth at least \$5.00 per line to themselves.**

Recently we have been "held off" on business to which we feel entitled, because of certain concessions extended by one of our contemporaries, and which concessions, in justice to ourselves, our other advertisers and the advertiser making the proposal, we could not grant.

Rebates are dangerous and harmful. The Government so construes them and so do careful business men. A publication which extends special privileges to a few is neither honest with itself, with its advertisers, nor with its readers.

We are not concerned with the practice of a competitor, except when such practices reflect on the stability and honesty of Sunday Magazines as a class. Then we believe it wise to go on record.

For all advertisers we have but one rate. We do not sell our "editorial influence"

with any space, large or small. We are publishing a Magazine, not a trade circular.

The American Sunday Magazine is for its readers. A share of the attention value earned by its editorial excellence is sold to advertisers at a very moderate rate.

The men who build the editorial columns know what sort of literature the majority of people want, and the advertisers who use our columns should know what the majority of our readers need. Our advertising department endeavors to show them if they do not.

To advertisers seeking an efficient medium to reach consumers in great numbers at low cost, the American Sunday Magazine has very few equals, and we speak modestly in making the statement.

We have gathered a mass of data of great interest to national advertisers. It goes far to prove our strength to be as great as we claim it to be.

The American Sunday Magazine is now issued twice-a-month, the first and third Sundays of each month. Forms close for issue of November 17 on October 10.

## American Sunday Magazine

220 Fifth Ave.  
New York City.

908 Hearst Building  
Chicago

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## WHEN TO MENTION YOUR COMPETITOR BY NAME

OCCASIONS WHEN ONE ADVERTISER BELIEVES DIGNIFIED SILENCE THE WRONG PRACTICE—WHILE IT MAY BE BAD TASTE TO WASH DIRTY LINEN IN PUBLIC, IT IS OFTEN GOOD BUSINESS TO "NAIL" YOUR COMPETITOR IN COPY THAT IS READ BY THOSE CONCERNED WITH YOUR TRADE POLICIES

By R. O. Eastman,

Of the Kellogg Toasted Corn Flake Co.

Is it always unethical to "knock" your competitor?

When one starts out to be "ethical" it is mighty easy to swing over a point too far and become *hypocritical*.

What the deuce are ethics, anyway? I dare anybody to come across with a good horse-sense answer. Mr. Webster says "the science of human duty." A good definition, for like the term "ethics" itself, it "covers everything and touches nothing."

Ethics, like morals, depend upon geography and climate. A hyperion in Tasmania is a satyr in North America. What "goes without question" in Paris would bring out the police patrol and fire department in Kankakee. Morals are what we and our wives' folks consider proper. And "ethics," in either its social or business phases, is a horse of about the same color.

Take the ethics of medical advertising, for instance. Whenever I want to laugh good and hard, I go off in a corner and think about them. The "ethical" practitioner will not advertise, because advertising will put him on a plane with the advertising doctor, who, nine times out of ten (he says), is a quack. The fact of the matter is that the average doctor is a poor business man and an execrable advertiser because of the very timidity which embarrasses him. And the advertising doctor is a crackerjack of an advertiser, whatever else he may be. The ethical doctor fears the advertising doctor will put it all over him in an advertising bat-

tle, and inasmuch as he usually has a skeleton or two in his own closet, as well, he decides to keep out of it. Meanwhile the quacks continue their quackery unpimpeded—so far as the "ethical" practitioners are concerned—and collect their daily tribute of dollars and broken lives. It is indeed to the credit of the American publisher that the only check that has been brought to bear upon fake medical advertising has come from him—from the very one who, next to the advertiser himself, derived the greatest revenue.

This, then, is what they call "ethics"—the science of human duty! "Quick, Watson, the needle!"

And this brings me to the subject I intended to write about before I got sidetracked onto that of ethics and medical advertising.

That subject is the "ethics" of "dragging your competitor into your advertising." PRINTERS' INK recently took occasion to remark upon some comment in our house-organ, *Kellogg's Square Dealer*, about one of our competitors. And in a letter received just about ten minutes ago I am asked "whether a different rule obtains in intimate mediums of advertising such as dealer literature, house-organs, etc., than in copy for periodicals?" Most certainly a different rule prevails. It's an entirely different proposition. I don't believe in dragging competitors into consumer advertising, not because it isn't "ethical" but because the consumer isn't interested in our family affairs. And I don't believe in *dragging* one's competitor into one's house-organ or other literature, but I *do* believe in telling the honest truth about our goods and our competitors' goods, our methods and our competitors' methods in our house-organ—giving it to the reader straight from the shoulder just as a salesman would tell the story to the grocer over the counter in his own store.

But—and this is a most important but—it is extremely necessary that when one starts

"Students of Advertising have been watching the recent progress of the newspapers with great interest and satisfaction. Compared with the situation ten years ago the newspapers have made a remarkable advance as advertising mediums, largely along the lines leading to their handling of National campaigns."—*George French, in recent article in "Advertising and Selling" on "Forward Tendencies of the Newspapers."*

Right you are, Mr. French, and a great many prominent manufacturers are investigating the newspaper situation in the big city markets on just such lines as you suggest. The potential market and the ultimate consumer are both reached through an intelligently planned newspaper campaign by *concentrating* in the markets where you can sell the most goods.

If you desire to reach wider possibilities and reduce the selling cost of your product in Washington, Indianapolis, Montreal, or Philadelphia, a campaign of advertising in the following high grade home *evening* publications will help you solve the situation.

*The Washington Star* - - - covers *Washington*  
*The Indianapolis News* - - covers *Indianapolis*  
*The Montreal Star* - - - - covers *Montreal*  
*The Philadelphia Bulletin* - covers *Philadelphia*

These publications are read in the majority of the English speaking homes of each city covered, and represent the open door to any manufacturer who wants to sell more goods in these markets. Request for interview will receive prompt attention. Dan A. Carroll, Tribune Building, New York City.

**Some prominent  
newspaper accounts**

Regal Shoes  
 Fels Naptha Soap  
 Vichy Celestins  
 Schloss Bros. & Co., Clothing  
 Royal Baking Powder  
 Gillette Razors  
 Campbell Soups  
 Serpentine Crops  
 United Shirt & Collar Co.  
 National Biscuit Co.  
 Victor Talking Machine  
 Cluett, Peabody Co.  
 Nemo Corsets  
 Kayser Gloves  
 Liggett & Mayers Tobacco Co.  
 American Tobacco Co.  
 Baker's Cocoa  
 Horlick's Malted Milk  
 Ford Automobiles  
 Michelin Tires  
 Western Union Tel. Co.  
 etc., etc., etc.



out to pursue a policy of this nature, one must be mighty positive that there are no skeletons in his closet for the other fellow to unmask and exhibit.

A representative of our company once attended a trade convention in the East. The Kellogg Toasted Corn Flake Company had committed itself bodily to the cardinal principles of "the Square Deal" as laid down by every progressive trade organization in the country—briefly stated, distribution through jobbers only, one price to all, no free deals, rebates or extra profits, no "pet list." This was at that time an even more advanced position than it is to-day. A representative of another cereal company was addressing the meeting. He admitted that his company still confessed a few sins, but intimated that it was doing its best to clean house.

"You wouldn't tear down an entire building because there were a few rats in the garret, would you?" he asked.

Our representative followed shortly. He didn't profess to be a speech-maker. His remarks were blunt and concise.

"Gentlemen, there are no rats in our garret," he said, and sat down.

I said I did not believe in dragging one's competitor into consumer advertising, because the consumer isn't interested. I do believe in talking about ourselves and our competitors openly and with perfect candor in our house-organ, because the trade is interested.

We are selling the public corn flakes. We are selling the dealer the opportunity to make a profit, orders secured through national advertising, and good will. He knows us and our friends and neighbors among the manufacturers intimately and he's interested in our family affairs. And bless his heart, he has a perfect right to know about them, for he does the family chores and takes most of the lickings.

*Kellogg's Square Dealer*, our house-organ, was in its infancy when it began to receive criticism

of the faculty it was developing of speaking out in meeting regarding competitors. We answered to the charges of "being knockers" once and for all in the following paragraphs which were printed in the June, 1912, issue:

#### ABOUT KNOCKING

Among the many communications, complimentary and otherwise, coming to the editor of the *Square Dealer*, a few criticize in a friendly way what they call the "Knocking" of our competitors in these pages.

Let us be perfectly frank about it. Our friends say we have achieved such a dominating position in the corn flake trade and our advertising has been so attractive and high class, that it is a little bit beneath our dignity to pay attention to our competitors. But it's the foibles of our competitors that give zest to the game and make life worth while. We'd all be *blasé* if the "other fellow" weren't constantly finding a new way to "put it over."

To illustrate: Our good neighbors, the Postum Cereal Co., add much to the gaiety of the nation by advising the jobbing trade that as high as 21 per cent profit can be made on Post Toasties. IF they buy in large enough quantities and IF they sell more Toasties than "any brand" of Corn Flakes. And they speak in most disparaging terms of what they call the "measly 12 per cent profit" provided the jobber by the other fellow (which is us—the difference is that they don't mention names and we do). Their ingenuousness is quite diverting. They omit to say that 16 to 21 per cent profit is about right on a slow moving specialty, and that 12 per cent is about right on a fast seller like Kellogg's. And they also plumb overlook to say that they sell part of their product direct to retailers at jobbers' prices or better, while 100 per cent of Kellogg's is distributed through jobbers. Believe us, it makes some difference when the trade knows that, and we believe in letting 'em know.

Another illustration: Our friends, the United Cereal Mills, of Quincy, Ill., formerly known as the Battle Creek Breakfast Food Co., and as the Egg-O-See Cereal Co., bring out their "big quality package"—Washington Crisps—set it on a scale, and on the opposite balance place a package of "Ordinary Toasted Corn Flakes," photographed from our package with the word "Kellogg's" taken out and the word "Ordinary" substituted, and the "Ordinary" package is lambasted for the injustice it is perpetrating on the consumer. Again, like our neighbors of Postumville, while they lament the injustice we do the consumer, they seem to forget the injustice to the trade in selling part of the retailers direct at jobbers' prices and requiring the rest to pay the long price. (They do not mention names, and we do—that's the difference.)

Now the point we want to get at is that instead of using such thin disguises we prefer to be out

in the open and say what we have to say about our competitors frankly—but with charity toward all and with malice toward none. It is not for us to judge their motives in selling part of the retail trade direct.

And when you come to "dig into" this "Knocking" proposition it might as well be admitted that our salesmen and our competitors' salesmen, day after day, all over this great country of ours, are "talking about competitors," and neither our good competitors nor we can stop 'em. So, why not talk about 'em in our house-organ, which, after all, was designed primarily for the enlightenment and for the information of our own selling force.

The Wales Advertising Company, with offices at 125 East Twenty-third street, New York City, has been organized by James Albert Wales, formerly of the firm of Morris & Wales, Philadelphia, and until recently of the Bartlett-Wales Agency of New York.

The Van Cleave Agency of New York is placing the advertising of the National Democratic party.

## ART AS A FACTOR IN SELLING

CHICAGO, Sept. 14, 1912.

## Editor of PRINTERS' INK:

Far be it from me to holler because my brain-child has been attacked, but Mr. Rightor's aspersions, in the September 5th issue, constitute an attack on art itself, and hence I rise to the defense.

In objecting to perfect balance in a layout on the score that it would retard action, it seems to me that he is confounding *satisfaction* with *stupefaction*. The Discobulus of Myron is a marvelous example of balance, but it is not therefore an æsthetic anæsthetic. (The pun is quite unintentional, but it is too good to omit!)

When advertising men cease to look upon "art" as a thing apart, to be used only by those who have a little extra money to spend, and realize that art is an integral part of life—and advertising—then advertising will become more profitable.

The more artistic a layout is, the better it is, and the more goods it will sell!

HOWARD V. O'BRIEN.

Harry S. Bishop, former chief of copy staff with Lord & Thomas, of New York, will be in charge of advertising for Hackett, Carhart & Co., Inc., retailers, of New York.

Apple growers of the Northwest are preparing a campaign of advertising to increase the consumption of Hood River (Oregon) apples.

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

## LABELS THAT EVADE THE LAW

The Pennsylvania Pure Food Law requires that where sulphur dioxide is used in syrups and molasses its presence shall be plainly indicated on the label. This, in fact, is a requirement of pure food laws in general.

Dr. William Frear, chemist of the Pennsylvania Dairy and Food Department, has just issued a long report reciting the failure of many manufacturers to live up to the spirit of the law. He finds that the law is being practically evaded by color schemes, the use of small type or the placing of the words "sulphur dioxide" where they cannot be readily seen by the purchaser of the goods. Following are some of his references:

Front of label does not indicate mixed nature; the word "compound" and statement of the ingredients and of the presence of sulphur dioxide is made on the side in small type.

Mixed character not indicated on front of label; and "compound" and names of ingredients appear on the back in small type.

Declaration of compound nature and of the presence of sulphur dioxide appears on the side, not the front of the label. The brand name does not indicate that the material is mixed or compounded.

Name does not indicate its mixed or compound nature; statement of ingredients, while on front label, is in black type on a dark blue ground, and therefore difficultly legible.

Compound nature and name of ingredients on side of label.

Brand name does not show mixed nature. Names of ingredients in small type, black on red ground, on front label.

Main label bears no indication of mixed nature, though the brand name does not give any indication of the nature of the article. The names of the ingredients appear on the sides of the can.

Declaration of compound nature and of the presence of sulphur dioxide appear on the side, not the front of the label. The brand name does not indicate that the material is mixed or compounded.

Names of ingredients omitted.

Brand name does not show mixed nature. Word "compound" with names of ingredients in small type on the side of the can.

The declaration of the compound nature and of the ingredients is placed in small type inconspicuously at the bottom of the main label.

Declaration of sulphur dioxide in small type and on the edge of the label.

Presence of sulphur dioxide declared

in small black letters on red ground, and on side of label.

Word "compound" in very small white letters, in an inconspicuous position on the main label.

Mixed nature not apparent in main name. Declarations of ingredients appear in very small letters at the bottom of the main label.

Mixed nature not apparent in main name. Declarations of ingredients appear in very small letters at the bottom of the main label.

Dr. Frear also points out in his report that a number of manufacturers make misleading statements on their labels, such as "None better for any purpose" (when the flavoring quality of the molasses has been weakened by neutral glucose) and "Prepared according to U. S. Standard" (when there is no "U. S. Standard" for a compound containing glucose).

## ELECTRIC SIGN IN MONTEVIDEO

For several years small electric street signs of American makes have been used in Uruguay, all of which gave only one reading. On January 20, 1912, the first large electric changing display sign was opened for service with a capacity of forty advertisements, each visible every seven minutes. It was manufactured in New Jersey at a cost, delivered in Montevideo, of \$3,100, with a further cost of \$3,000 for placing in position. The annual operating expenses will aggregate \$7,000.

The sign is patronized by many of the leading local houses and newspapers and by a number from other countries. It is situated at the western side of the Plaza Independencia, through which pass thousands of people during the day and night, doubtless the best site in Montevideo. It is operated by Publicidad, a well-organized advertising concern here.

This sign is the property of a young Uruguayan, who spent two years in the United States making studies of the best American novelties to introduce into his native country. This venture has succeeded so well that he is now planning to erect similar signs, but of greater capacity, in the cities of Buenos Aires and Rosario (Argentina), Rio de Janeiro and Sao Paulo (Brazil), and Santiago and Valparaiso (Chile).—*Daily Consular and Trade Reports.*

## ADVERTISING MEN'S LEAGUE OUTING OCTOBER 4

The Advertising Men's League of New York City, Inc., will hold a "get-acquainted" field day at the South Orange Field Club on October 4. A special train for members will leave Hoboken over the Lackawanna early in the afternoon. Features of the programme include a ball game, tennis tournament and golf contest.

# Get Acquainted With Brooklyn's Manufacturing Pay Check— \$130,000,000

Manufacturing is as much the foundation of city prosperity as crops to the rural districts. Wise advertisers follow the best manufacturing cities.

The Encyclopaedia Britannica—surely a disinterested authority—says that Brooklyn is “one of the most important manufacturing centers of the U. S.” One-fiftieth of all the nation's manufacturing is done in Brooklyn.

Manufacturing has considerably more than doubled in Brooklyn since 1900. There are 11,500 factories and 225,000 factory wage earners. Nearly a billion dollars' worth of new manufac-

turing wealth is turned out every year.

Here is a city which you simply can't ignore without severe loss to your sales. And you can't ignore the further fact—when you investigate—that the one long-established, beaten track to the Brooklyn consumer is advertising in the solidly grounded Brooklyn home newspapers that are home institutions, family counsellors and trusted sources of local information.

*Don't judge Brooklyn by any other city's newspaper situation.* It is a situation peculiar to itself. Let us tell you about it.

*Brooklyn Daily Eagle*

*Brooklyn Standard Union*  
*Brooklyn Freie Presse*

*Brooklyn Daily Times*  
*Brooklyn Citizen*

## THE PROMISE IN THE AD

THERE SHOULD BE PLENTY OF IT, WHETHER IT APPEARS FORMALLY AS GUARANTEE OR MERELY SEASONS THE TEXT—COMPETITION IN PROMISE THE LIFE OF INVENTION

*By James Wallen.*

"Promise, large promise, is the soul of the advertisement," wrote Doctor Samuel Johnson in *The Idler*. The advertisement which offers most in promise is, other things being equal, the most successful ad. At the same time it is the most dangerous.

In writing advertising we must consider the fundamental facts about humanity; and the big fact about humanity in connection with selling goods is that the buyer *wants much for little*. When you promise things which will benefit Mr. Average Man, in phrases which he can understand, you are using the best advertising science.

But here is where the danger signal must be run up. The Dutch have a proverb, "Promises make debts and debts make promises." You must absolutely back up your promise. You must realize that you have incurred a debt. The man who paints the horizon bright with promise and then fails to make good is doomed. So the promise element in advertising has evolved into the guarantee form. Wise business men "money-back" their promises.

The J. R. Keim Company tells you that if any flaws develop in Shackamaxon Fabric at any time, the manufacturers will make it good. This is a large promise, but if such an unusual thing should occur you would find that this promise is a guarantee. The Barcalo Bed Company offers a bed with a guarantee of *thirty-five years'* service. That sounds big, but I am sure that thirty-five years hence will prove that Barcalo is making a safe promise. The United States Roofing and Manufacturing Company provides an insurance bond with every roll of Congo roofing, obligating the company to supply a new roll if there is less than ten years' wear in the purchased roll.

Were it not for the promise element in publicity, advertising would merely be a method of diverting trade away from one merchant or manufacturer who does not advertise to one who does. The fact that one advertiser offers more than another and that advertisers are continually *running the standards higher* makes advertising what it is—the greatest force in the business world. The promise element in advertising makes it necessary for every one who wants to remain in business to *continually improve his goods*—you must go them one better.

It is the promise element that creates new wants. To break into the merchandising world to-day with a new product you must have something on which to base a promise that your product will perform a new function—will do something more pleasing and more efficient than anything in its line. It must have its distinctive points. Its excuse for being must be a virtue which distinguishes your product from all others now on the market. It may be below par in some other points, but one great, significant virtue will market a product if the balance of its points are creditable.

The most valuable advertisers are those who create new wants. To these men the merchandising world owes the greatest debt. The first safety razor maker promised relief from barber shop troubles. On that promise is built the entire safety razor industry. Post promised a remedy for the ills attributed to coffee, and the institution at Battle Creek is the result. O'Sullivan promised to make walking easier and his name is now familiar the world over; O'Sullivan rubber heels are sought by the foot-weary from Boston to Bombay. William Morris said that one-half of our diseases originate in our minds and the other half in our houses. The vacuum cleaner maker promises to relieve not only this sorry condition in our homes, but also to save us from the trouble of house-cleaning. This industry has had a difficult time of it so far. But

the men at the head of the vacuum cleaner business are now optimistic. They expect to come out with flying colors in the next decade—and there is no reason why they should not. They offer a big promise and only the problems in regard to the cost have delayed their success so far. Howard, with his Dustless Duster, promises to remove dust without creating dust—and makes good. He is reaping his reward, too.

In the past some advertising successes have been built on ordinary merchandise made according to conventional ideas. Beyer & Williams, of Buffalo, took one of these commodities, the ordinary skirt, using science and skill to evolve the Fine Form Maternity Skirt which thousands of women the world over consider a blessing. Prior to this, the best offered in this style of apparel was merely a loose garment. Beyer & Williams, using their adjustable idea, have created a new branch of the skirt industry.

In a little book of "Practical Selling Talks for Retail Jewelers and Their Clerks," published by The E. Howard Watch Works, jewelers are admonished to establish their standing as experts. These jewelers are advised to impress the customer with the fact that they not only know conventional watchmaking, but they go beyond it. This is the spirit of promise.

I once heard the late Emil Taussig, president of The West Disinfecting Company, who was lost with the *Titanic*, say, "I am selling West soap dispensers and our liquid soap because it is my way to success. I would not be interested in selling ordinary soap. It is the scientific efficiency and novelty of this liquid soap idea which interests me and engages my energy."

Mr. Taussig was not content to promise ordinary soap.

It is the spirit of promise that leads men like James J. Hill to build a railroad into a wilderness. Hill vouches for the new territory's productiveness and possibilities.

# Aims

To express the spirit and events of the present day—

To express them in a form entertaining to an exacting public—

To publish articles, stories and illustrations which not only entertain but achieve the additional purpose of interpreting vividly and accurately the vital activities of the age—

That is the aim of McClure's,

**And it pays!**

# McClure's Magazine

ERNEST F. CLYMER

*Mgr. Adv. Dept.*

NEW YORK

# PING BODIE BINGLED TO LEFT

## WHAT INTEREST IS IT

to your wife that Matty died at first, or that Ty got a life on Hogan's muff? Do the women of your acquaintance devour the baseball page with avidity? Can they understand the fan who seems to live on the sporting page?

Many men, looking at the Monthly Style Book, deny that its endless succession of styles can be of any possible interest to any one. The constant harping on dress seems, to them, hopelessly banal.

And yet 3,000 shrewd merchants pay for 28,000,000 copies a year of these books, and then pay clerks to deliver them to 28,000,000 women. They know from years of experience that Mrs. Wilson Woodrow was right when she said:



"Dress means so many things to a woman that a man can never really understand. It is at once her profoundest interest, her amusement, her profession, her recreation, religion and dissipation. Her passion for it is vital and fundamental and lies deeper than the instinct of adornment or any mere abstract love of grace or beauty. She knows intuitively that she by the mere fact of being fair sets countless laws of life in motion."

The maker of dress materials AS A MAN has no interest in Style Books. But they have a very real and tangible importance for him AS A MANUFACTURER, because of their interest to 28,000,000 women.

ADVERTISING DEPARTMENT  
THE CURTIS PUBLISHING COMPANY  
CHICAGO, PHILADELPHIA  
BOSTON, NEW YORK



## NEW USES FOR COMMON PRODUCTS

WHY IS THE CONSUMER LEFT TO DISCOVER BY CHANCE A SERVICE IN GOODS NOT SUGGESTED BY THE ADVERTISER?—PRACTICABLE BUT UNEXPLOITED USES OF THE ALARM CLOCK—HOW A STUDY OF INDIVIDUAL TASTES AND EVEN CAPRICIES MIGHT INCREASE THE SALE OF TOILET SPECIALTIES

By Charles W. Hurd

A housewife I know uses an alarm clock to notify her about many, household duties. When she lies down to rest for fifteen minutes the alarm clock tells her when it is time to rise—she does not have to keep it in mind. When she wants to remember to look in the oven in half an hour, she sets the alarm to remind her. If she wants to call up a friend by telephone at a certain stated time, or must be reminded to dress for dinner, she sets the alarm. She does not use the alarm for arousing her in the morning, but she does use it sometimes three or four different other ways during the day. It saves hundreds of steps and dozens of mistakes. It is a little "slave" in its way.

Probably a considerable number of other housewives are doing the same thing, but how many advertisements of alarm clocks ever mention the fact? Not one that I ever saw. So far as the bulk of consumers are concerned, it is a new use, and undoubtedly an important one, because it suggests the development of business uses, too. An alarm in connection with a memorandum pad would have promising possibilities. It would not do, I suppose, to set the alarm for undesirable visitors, though I have heard of a business man who keeps a three-minute sand-glass on his desk, for its suggestive value.

Wouldn't it pay to give a little more attention to making the alarm mechanism easier to operate and more accurate in the discharge of its duties, and then to advertise the feature? Wouldn't

it extend the market for alarm clocks and increase the consumption per family? Why stop at one alarm clock? Why go downstairs to set the alarm, when you are upstairs, or vice versa?

Few people would think it worth while to advertise a dollar watch to people of means, and yet thousands of traveling men who can afford much more valuable timepieces carry dollar watches on their trips: if they leave them in hotels or lose them in their berths, it is no crying matter.

"The jolting of my car plays the deuce with the clock and my watch, too," a motorist told a friend the other day.

"Why don't you carry one of those Ingersoll dollar watches?" asked his friend. "I had the same trouble before I did, and it fixed it."

Cheap, strong watches may have been advertised to automobilists for this use, but I don't remember having seen any mention made of it.

Wrigley is making an effort to get gum-users to buy his Spearmint in large boxes. To that end he is advertising what amounts to new uses: "Chew it before dinner—after dinner—while working—while resting," etc.

This, perhaps, smacks more strongly of the larger package problem than it does of new uses, but it is a point at which the two ideas converge.

The easiest dentifrice to use no doubt comes out of a tube. Many dentists prescribe by preference a powder. Liquid dentifrices and mouth washes perform a still different kind of service.

"I keep all three kinds in the bathroom," an acquaintance tells me, "and vary them. Each of them has a very individual taste, and I find that the taste cuts a good deal of a figure with me."

Would it not be a good plan for tooth cleanser manufacturers to put up their dentifrices in, say, sets of three—tube, can and bottle, all differently flavored, and let the people make a luxury out of this feature of their toilet?

Doubtless to many people, the

The Buying Farmers Are the Ones Who Read

# FARM<sup>AND</sup>HOME

The Leading National Semi-Monthly Farm Paper



**It is the  
Leader in its Field**

It is the very able staff of writers, comprising the best agricultural authorities obtainable, that makes Farm and Home's editorial organization renowned as the most authoritative of any farm paper in the country. They know how to do the things they write about; and they keep it full of live, practical, fascinating and wholesome reading. We keep our readers abreast of the times—keep them doing things that make their farming profitable.

Every copy of Farm and Home's guaranteed

## 500,000 Circulation

goes into the homes of farmers of the new era—enterprising business farmers who realize large profits from their farms as a result of the modern business principles they apply to farming. They *make* and *spend* money for “advertised goods,” purchasing from local dealers as well as direct by mail. The excellence of editorials and high class of advertising carried by Farm and Home are indicative of the high class of its readers.

**Address nearest office for further information. Sample copies  
and advertising rates on request**

### The Phelps Publishing Company

1209 Peoples Gas Bldg., Chicago  
315 Fourth Ave., New York

601 Oneida Bldg., Minneapolis  
Aberdeen, S. D.

Myrick Bldg., Springfield, Mass.

fountain pen is still a luxury. And yet I have no doubt a large field of its usefulness is still to be uncovered.

"I carry two fountain pens," says a traveling salesman. "This heavy-nibbed one is for my customers, when they need it, and I have to have one right on the spot. It has got to be an easy-writing machine.

"For myself I prefer a fine nib, and one that everybody has not had a whack at."

Many people that have more or less writing to do like to rest their hands occasionally by changing from a rigid to a flexible pen, or vice versa. Or they prefer to use a fine pen for making notes and a heavier pen for straight work. Or a large-barreled pen for one time and a smaller one for another. In other words, the summit of fountain pen luxury and efficiency is to have not one but a *set* of pens.

While every manufacturer naturally is glad to learn of new uses for his product, conditions have not driven home to most of them the necessity for going into the matter exhaustively, even scientifically. PRINTERS' INK has from time to time described how those who have taken these pains have profited. Pumps, lamps, soap, paint, cement, gas, electric light and telephone have been developed beyond their original significance by persistent investigation and experimentation. The story has been told how "3-in-One Oil" pictures seventeen different articles upon which the oil may be used, and how by offering prizes Newskin, the liquid court plaster, has found scores of uses previously unsuspected.

But there are many other products besides these which have been studied by their manufacturers with reference to new uses. Borax is one of these. Half the borax consumed in this country is used in the enameling industry, for bathtubs, sanitary utensils, kitchen sinks and the like. Its producers did not wait for apples to drop in their hats but developed their market by creating new uses.

One has only to look in the shop windows to see how manufacturers in different lines are striving to broaden the basis of demand. Leather novelties are legion now. On the other hand, silver and gold mounting and even jewels are being lavishly used on prayer books and pocket-books. Linen and lace have gone into parasols to a much greater extent. Lace and cloth have had a vogue on high-grade candy boxes and now fine old-time engravings and woodcuts are being used on some of them. The attempt to popularize feathers on shoes seems not to have succeeded.

The return of brocade for women's dresses has led to its employment in many other ways. While willow wicker work has been extended to lampstands and bedsteads, brocade upholstery has displaced it in many other pieces of furniture.

Only one or two of these are trade-marked, advertised products, but the same principle applies, there is no doubt. The practical question for the manufacturer is:

"How shall I go about it to learn new uses for my own product?"

Speaking of soap, J. M. Campbell said in PRINTERS' INK some time ago: "Hire two or three women and let them experiment. Another way is to offer prizes. But get the information and act on it."

Ivory Soap's advertising of new uses for soap was one of the most unique and persuasive of its kind.

There are only four alternatives: Wait for ideas to turn up; go out and ask questions; think and experiment yourself; get others to do the thinking and experimentation.

It really boils down to the last two points. Thinking it out yourself may be more of a luxury than you can afford unless you have ample time and a taste for research. Delegating it to others is probably the quick and comprehensive way out of it. Big concerns like the General Electric Company can, of course, afford to hire a whole college of masters of

science to conduct their experiments on metallurgical processes, and many other lesser concerns can perhaps keep one or two men or women busy in research or laboratory work, but for most businesses, no doubt, particularly those built up around a simple article, the practical thing to do is to advertise your want, and offer prizes to those who can satisfy it.

#### THE FISHING INTERESTS OUGHT TO ADVERTISE

Wholesale dealers say they have to destroy fish because the public is apparently afraid to buy at low prices. Exceptionally large catches were made this year all the way from Cape Henry, Va., to Seabright, N. J., and the supply of fish was 75 per cent larger than the average season.

"The chief reason that good eating fish has to be destroyed," says a statement given out by the market officials, "is that dealers who place it on sale at low prices cannot sell it. The average woman does not know how to judge the condition of a fish, and her only test of its quality is the price. If it is lower than she has been in the habit of paying she is afraid the fish is stale. She won't buy unless the dealer charges two or three times what would be a fair price.

"Another factor is the belief of many people in the city that fresh fish can be obtained only on Friday. They think what is on the market any other day is stale or left over. A fish day comes only once a week and the retailer has only one good selling day in the week and he has to make a large profit so he sells at an advance of from 300 to 500 per cent.

"The public opinion is capricious in another respect. It has a taste for winter fish in summer and for summer fish in winter. When fish is in season at its very best condition and flavor and at its lowest price, the demand usually shifts for some other variety that probably is costlier and of poorer quality.—*Retailers' Journal*.

#### WOULD TAX OVERHEAD SIGNS

In his fall message to Councils, Rudolph Blankenburg, the mayor of Philadelphia, points out a plan for raising municipal revenues by a tax on overhead signs.

Says Mr. Blankenburg: "There are innumerable overhanging signs. While there is a law forbidding them in some streets, there is no reason why, where they are permitted or tolerated, the owners should not be made to pay for the advertisement of their names. The principle might justly be extended to all the signs and bill-boards which disfigure our highways and suburban landscapes."

The Victor, Colo., *News*, an evening daily started six months ago, has suspended publication.



We quote verbatim from a recent report of *Babson's Statistical Organization*:

"Prosperity loosens the purse-strings. This applies to men, cities, states and nations. One secret of profitable advertising is to advertise where business is best and money comes easiest. To scatter your efforts here, there and anywhere, regardless of the relative prosperity of the territories covered, is a waste of money; the better way is to aim your advertising. Place it where conditions are sound, failures few, crops good, construction active, in short where the whole movement is one of expansion and not retrenchment. In other words, if you want to get the biggest returns from the smallest appropriation, choose territories where the tide is coming in and not running out."

It advises its clients to locate their campaigns where the chances are in their favor and where local conditions will work for them rather than against them.

It doesn't advise you to drop Hardville entirely but it urges that nine-tenths of your effort and appropriation be headed toward Easytown.

It advises advertising departments to keep close to the credit men.

It aptly says "Advertise in territory which is enjoying real, sound prosperity. You can't sell goods to a man when he's broke,—and what's more, you wouldn't if you could. But money comes easy when the goose honks high."

Now have your credit man give you a report on Memphis, New Orleans, Denver, Binghamton, Syracuse, Norfolk, Evansville, Columbia, San Antonio, El Paso, Little Rock, Richmond, Savannah, Birmingham, Chattanooga and Nashville.

Those are prosperity centers. All trade reports show it. Your own records should show it. Concentration on those points and others situated similarly means business growth along lines of least resistance and at the least development expense.

Facts, figures and valuable trade information with reference to any of them is cheerfully yours.

#### THE JOHN BUDD COMPANY

*Newspaper Advertising Representatives*  
Brunswick Building, New York; Tribune Building, Chicago; Chemical Building, St. Louis.

## MAKING "INQUIRY" SPELL "RESULTS"

HOW THE MAIL-ORDER HOUSE AVOIDS  
"TURNING DOWN" LARGE CITY  
BUSINESS—GETTING THE MEN IN  
THE FIELD TO CHECK THE MAIL-  
ING LIST—THE ACTUAL INQUI-  
RIES THEMSELVES GET RESULTS  
WHERE A LIST OF THE NAMES  
FAILED

*By John P. Wilder.*

A man in Utica, N. Y., answered the ad of a mail-order furniture house in Cleveland, requesting a catalogue. Instead he received the following message, printed on a Government post-card:

We are in receipt of your request for a catalogue and thank you for it. Our mail-order business was instituted for the benefit of people living in the country and small towns, where facilities for getting merchandise are not so good as in the large cities. For this reason we do not mail our catalogue to your city, and regret to disappoint you. Should you be situated differently at any time, we shall be ready to serve you.

Yours respectfully,

The medium in which the ad was run was one whose circulation is about evenly divided between large cities and small towns. So the company was not only paying for a lot of inquiries it did not want, but was spending about a cent and a quarter apiece to turn them down.

Just to see if such a practice was general in the mail-order field, the writer sent an inquiry (from New York City) to a Chicago concern, also a furniture house as it happened. He didn't get the catalogue, but he did get a letter which ran somewhat as follows:

In acknowledging your inquiry of recent date, we must congratulate you upon living in a city where the goods themselves can be inspected, and where it will not be necessary for you to order from a catalogue. Our catalogue is intended for less fortunate people, who live at a distance from good furniture stores, and who, therefore, are obliged to make their choice from printed descriptions and illustrations of the goods.

We are glad to inform you, therefore, that a complete line of our furniture is in stock at Blank and Company's, Sixth avenue. If you will ask for

Mr. Straus and present the enclosed card of introduction to him, he will gladly show you the line and allow you a ten per cent discount from the retail prices marked. We are writing to Mr. Straus to-day, telling him that you have answered our advertisement and hence are entitled to the discount.

Three days later a letter came from the Sixth avenue store, and sure enough it was signed "Straus." It contained a cordial invitation to look over the goods in question, and mentioned the fact that as an inquiry had been sent to Chicago I was on the "preferred customer" list, and entitled to a ten per cent discount.

If it is worth a cent and a quarter to hand a prospect the icky mitt, it is well worth the nickel or so spent by the Chicago concern to line him up for a sale through the local dealer.

But differences in methods of cashing in on inquiries are not confined to the mail-order houses. A good many inquiries go to waste in businesses which reach the consumer through salesmen and exclusively through dealers.

One of the most prolific sources of inquiries, in non-mail-order lines, is the ad which offers a book for the asking. Frequently such offers are necessary parts of educational campaigns, particularly for mechanical devices and office equipment, most of which is sold direct by the manufacturer's salesmen or by salesmen more or less under his control. The inquiries are plentiful, the booklets are sent promptly, the follow-up system works splendidly as far as the home office end of it goes—but the sales force doesn't show a vast enthusiasm for following up the inquiries in person.

That is not strange, for two reasons. In the first place, the salesmen are paid according to sales, not according to calls, and each thinks he knows better than anybody else where he can spend his time to the best advantage to himself. And in the second place, the offer stirs up a lot of inquiries from those who will be mere prospects for some time to come—mere subordinates. Of course, from the company's point of view it is necessary to educate these

# A \$5 Advertisement made over \$1328 sales

Cocolalla, Idaho,  
May 20, 1912

The Dakota Farmer,  
Aberdeen, S. D.

Gentlemen:

Our classified ad about cedar posts and poles, running in your paper since February 15, 1912, has caused quite a number of inquiries—how many we haven't taken the trouble to count. But we have so far shipped 11 carloads of cedar posts and poles to farmers in Montana and the Dakotas, who saw our ad in The Dakota Farmer. For these carloads we received \$1328.44; the advertising cost us \$5.16. We will be glad to continue our ad indefinitely.

Respectfully yours,

J. R. Mott.

A splendid indication of the hold of any publication upon its subscribers is its classified advertising. The number of subscribers' announcements appearing in the classified columns of THE DAKOTA FARMER is ample evidence of its popularity with the farmers of the Northwest.

Mr. Mott's experience is just further proof of the *selling value* of

## THE DAKOTA FARMER

The Leading Semi-Monthly of the Northwest

It carries regularly the best known general, as well as agricultural, advertisers who have *proved* the purchasing power of its 60,000 circulation.

Edited, managed and printed in Dakota by Dakotans for the farmers of Dakota and adjacent states, THE DAKOTA FARMER has always been an important factor in the agricultural development of this section. It has taken the initiative in every new movement for the betterment of conditions on farm and in farm household.

Advertisers desirous of reaching farmers in the Northwest can make its

## 60,000 Circulation

a tremendous force in the development of trade. It reaches the *greatest* number of farmers who are in a position, financially, to buy whatever they set their hearts on. We can *prove* this.

Address nearest office for sample copy; it will convince you as to the value of THE DAKOTA FARMER

The Dakota Farmer, Aberdeen, S. D.

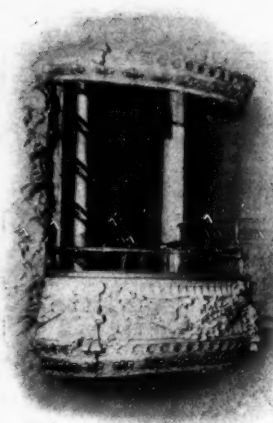
Established 1881

The Phelps Publishing Co., Representatives

1209 Peoples Gas Bldg., Chicago  
Myrick Bldg., Springfield, Mass.

601 Oneida Bldg., Minneapolis  
315 Fourth Ave., New York





Quality  
Meets  
Quality

Quality Adver-  
tisers and Qual-  
ity Buyers meet  
through the  
friendly intro-  
duction of

## THE THEATRE MAGAZINE

New York  
8-14 West 38th Street

Chicago  
Godso and Banghart  
Harris Trust Bldg.

Boston  
H. D. Cushing  
24 Milk St.

people, but the salesman doesn't look at it quite that way. Moreover if he *doesn't* follow them up he will never know which is which—which are good prospects and which are useless at the present moment. But here again he doesn't look at it quite from that point of view.

So it is pretty hard to be sure that the salesmen in the field really do follow up prospects referred to them from the home office, and various methods have been tried to accomplish it.

One large concern, maintaining a number of branch offices throughout the country, has a corps of "junior salesmen" to take care of the follow-up on inquiries. These men work under the direction of the regular sales force attached to the branch, and are paid a salary. Each regular salesman in turn has complete charge of the junior for a week, and can put him at any work he chooses. There is usually a junior to every three salesmen, and all inquiries—unless they look particularly hot—are followed up first by a junior. This does not take the regular salesman's time from what he considers productive work, and the junior is paid anyway no matter what he is occupied with.

This particular concern's mail follow-up was expensive, and since there were about 125,000 names on the list all the time it was essential that reports be received regularly from the men in the field as to calls made, prospects moving away or dying, etc. Moreover there was no use wasting an expensive follow-up series on a farmhand who answered the ad "to see if he'd get anything," or on a ten-year-old girl who liked picture books. And the only sure way the home office could find out whether it would pay to send five follow-up letters with enclosures or not (to be repeated in three months with different matter) was to have the sales force follow up inquiries and report on them.

The problem was solved by having two cards made out for each inquiry, one of which went into

the regular follow-up file and the other was held in a special drawer, classified by branch offices. Once a week one-twelfth of those cards were sent to the branch office, and in spaces provided the office manager noted whatever information the salesman could give regarding the prospect. Thus each individual was reported upon once every three months, the cards coming back to the home office for comparison with the regular follow-up list. Each bunch of cards could be held at the branch until the next was received, giving the juniors a week in which to follow up any neglected inquirers.

Wherever possible it is a good plan to reverse the procedure: have the inquiry referred from the branch to the home office instead of vice-versa, and have it accompanied by a report on the prospect. This, of course, can be done easiest when the offer is made in local newspaper advertising which is signed with the branch address. Some concerns print the branch address in magazine ads, with the injunction to "write the nearest branch." This sometimes serves the purpose, but the human tendency to "go to headquarters" will bring many inquiries to the home office.

Handling the local dealer is a different proposition. One's own sales force can be "cussed out" for failure to report, and can be compelled to return report cards with reasonable promptness. But the retail dealer isn't working for the one manufacturer, and can't be expected to go out of his way in his service.

The local dealer, particularly in the smaller towns, is quite apt to know the prospect by name, by credit and by temperament. He doesn't want the manufacturer jumping on him for failure to follow up inquiries referred to him, when perhaps the persons in question owe him too much already or are notorious answerers of advertisements. Some manufacturers, who have a not too cumbersome list of exclusive dealers, get a supply of each dealer's letterheads and follow up all inquiries themselves in his name.

## Mutual

The Woman's  
Home  
Companion  
guarantees the  
reader to the  
advertiser;  
the advertiser  
to the reader.

The difference in the postmark is seldom noticed, and the dealer is pleased because the manufacturer is spending the postage. One form letter serves for all localities, of course, and it is simply a matter of filling in on the proper letterhead.

A good deal depends upon the way in which the inquiry comes to the dealer or the salesman. If the sales manager or advertising man writes: "We have received inquiries from the following: . . . Please report at your earliest convenience," they are nothing but a lot of names, and results are not likely to be good.

#### "SELLING" THE SALESMEN

One advertising manager tried experiments to see if better results could not be had by telling the salesman *more about what the prospect said*—making the prospect more of a human being and less a mere name. No great improvement was apparent until he tried sending out *the original coupons and letters* which had been sent in answer to the advertising. The results were so marked as to be fairly startling.

To-day every inquiry which is referred from the advertising department to the sales force of that concern includes the original inquiry itself. There is a regular form, at the bottom of which is a space to paste the coupon, letter or post card just as the inquirer sent it. It makes a vast difference to the salesman whether he is informed that John Jones "has answered the ad" or whether he sees John Jones' actual signature. Perhaps the prospect, in writing a letter, has given a hint which the salesman will understand, but which would mean nothing whatever to the routine clerk whose duty it is to refer inquiries. Practically every piece of matter sent out by this concern has a return card enclosed, and the originals of these also are sent straight to the man in the field. It makes a whole lot of difference whether the man on the firing line actually sees the inquiry, or is informed that somebody else has seen one.

## BRIGHTENING UP TRADE PAPER COPY

HOW NATIONAL ADVERTISERS ARE GETTING DOWN TO BRASS TACKS IN TRADE ANNOUNCEMENTS—"KEEPING THE EDITOR GOOD NATURED" NO LONGER THE MAIN REASON FOR TRADE PAPER ADS—THE OLD "STANDING CARD" IS GETTING LESS POPULAR

By Richard L. Ferguson.

The trade press as a dealer-reaching medium is playing an unusually important part in the fall campaign of national advertisers, if advance indications are to be credited.

In recent issues of forty-six of the foremost trade journals, an examination shows that more than two hundred national advertisers are preceding their fall consumer advertising by announcements to the trade containing specific facts; an increase of at least sixty per cent over the same month last year. Moreover, there is evidence of an entirely new attitude of manufacturer toward dealer in the matter of copy—a change from other years that well-nigh resembles an upheaval.

This new attitude toward the trade paper is due to several causes, say the publishers. One of these is the apparent success of the trade press in proving itself more widely read than was heretofore believed.

Another is the agitation over the question as to whether profits should be figured on the cost or on the selling price—a question that has almost come to a matter of blows between editors during the past six months, but which has been a splendid education for the dealer.

A third reason, perhaps, is evolved from the example of at least two consumer publications, whose efforts to secure the attention of the retailer to their own advertising pages have led them to invest large sums in trade journal space.

The most obvious reason, however, is probably the far-reaching endeavor of the national adver-

# 9,533,080,766

## Street Car Riders

### In one year

(Over 25,000,000 Daily)

**T**HAT was in 1907 when the last analysis of the street car industry was made by the Government. This was an increase of 60% in passengers carried from 1902-1907.

The increase in miles of track during the same five years was 34,403—50%—but the population increase during the same period was only 11%.

The first large commercial electric railway was opened twenty-four years ago—in Richmond, Va., after many difficulties and discouragements.

To-day the trolley car is everywhere.



Street railroads gridiron our cities and connect them, and trolley trains are run with sleeping and dining cars.

In 1911 a private trolley car made a trip of over 1,600 miles through three states, starting at St. Louis, going east to Cleveland, and back by another route.

All this in twenty-four years, and yet the development of the street car industry has only begun.

Which leading cities should be giving you more business?

## Street Railways Advertising Co.

CENTRAL OFFICE  
First Nat'l Bank Bldg.  
Chicago

HOME OFFICE  
"Flatiron" Building  
New York

WESTERN OFFICE  
242 California Street  
San Francisco

tiser to make it possible to trace more easily the results of his

**NESNAH** MR. GROCER—HERE IS  
**The New Dessert**

Your customers are right now seeing NESNAH ads in the leading women's publications, and they're going to come into your store for it.

You know how a new dessert, when properly exploited, attracts women. You also know the prestige to be had for all grocers who proclaim themselves progressive by stocking the best and latest things in your line.

Here a NESNAH—a welcome change from gelatine—a decidedly different dessert. A quick setting preparation for making the most delicious milk and cream desserts and ice cream. Nutritious, healthful, very tasty and easily made in a jiffy. *An easy seller that repeats often.*

Your profit . . . 33 1/3 on cost and 25% on selling price


Put up in Nine Rich Flavors—packed single or assorted

Caramel	Chocolate	Orange
Coffee	Raspberry	Lemon
Vanilla	Pistachio	Maple

1 Dozen Mr. Packages in a Container  
3, 6 or 12 Dozen in a Case, 96¢ a Dozen

We assure you that Nesnah will "make good" for you. Our policy is to supply the trade through the local publisher. If not found in stock order direct from Laboratory!!!

**Chr. Hansen's Laboratory**  
LITTLE FALLS, N. Y.



DEALERS' PRICES AND PROFITS IN THE AD.

work, and the evolution of systematic methods in advertising.

Nowadays the manufacturer seeks to impress upon the dealer

three things, no one of which is altogether new, but in combination never before so universally accepted as important points in dealer copy.

These elements are (1) the intrinsic merit of the goods, (2) the fact that they may be distributed at a reasonable profit, and (3) the fact that they are being brought by national advertising to the attention of the dealer's clients. The dealer may have heard this story from the manufacturer's messenger with a case full of samples; but it is a new thing to tell it forcibly in trade paper space. It is not so long, for instance, since a "card" was all that was thought necessary for this sort of publicity to trade. For the advertiser it kept the publisher his friend and assured him of an occasional "reading notice," but for the dealer it meant little in the way of a guide to possible purchases. Thus such stereotyped copy as

"Important. Retail grocers who wish to please their customers should be sure to supply them with," etc.

was not the exception, but the rule. Occasionally it was varied with an offer of dealer helps or the phrase, "Your customers will ask for this."

Changes in this method of addressing the dealer have not come about suddenly. Several months ago it became evident that some copy at least was being revised. The Heinz people were among the first to call the attention of the dealer to their consumer advertising. "This is what we are telling your customers about Heinz goods," they said. In the August issues their advertising copy read:

"Every grocer knows that the faster his stock moves, the more money he makes—that well-ad-

## Why we charge you 75c. more



Our extra fancy **Seminole Quarter-oil Key Sardines** will cost you about 75 cents more per case than any other domestic sardines, but consumers will be glad to pay you \$1.00 a case (1 cent per tin) more.

**Seminole Sardines** are the highest grade sardines packed in this country. They differ from ordinary domestic sardines in the following respects:—

1. Handsome carton. Deep blue, printed in blue, gold, red and white. Splendid shell and window goods.
2. Can enamel lined and lacquered outside.
3. Can contains guaranteed count of 8-10 carefully selected fish, packed in finest oil, and spiced with clove and bay leaf.

Price, from any jobber, around **\$4.95 per case**. We will advertise them to your customers as a 10-cent seller, giving you 50% profit.

There is more real money and satisfaction in one minute in selling such merchandise as these than in selling ordinary domestic sardines for a whole year.

**American Sardine Company**  
Eastport, Maine

C. N. BEAVER COMPANY, 10 S. Front St., Phila. Representatives

PUTTING THE PRICE QUESTION LOGICALLY



## The Key to More Productive Printing

**T**HE new Strathmore sample system contains 61 Sample Books, or Units, with over a thousand different paper items—each unit showing a different stock. Don't consider designing or buying printed matter until you have seen this unparalleled array. The sample books are illustrated with hundreds of ideas for booklets, catalogs, circulars, letterheads and announcements, submitted in prize competition—a wonderful collection of advertising thoughts which will prove of invaluable assistance to you. Designs handsomely done in one, two, three, four and five colors.

The "Strathmore Quality" line has been divided into groups—as the list shows. Write today for the group or groups you are interested in. Use your business letterhead, please—no post card or blank sheet requests filled.

### The "Strathmore Quality" Groups

**Group No. 1.** Writing Papers for all kinds of business stationery, letterheads, envelopes, billheads, statements, checks. Standard papers like STRATHMORE PARCHMENT, the finest business paper made, down to a good medium grade. Some novelty papers, too, that stand out from the ordinary kind.

**Group No. 2.** Deckle Edge Book Papers. Beautiful artistic papers in smooth and rough surfaces, having deckle edges and in different textures for all purposes requiring a high grade, distinctive, uncoated Book Paper.

**Group No. 3.** Cover Papers and Bristols. The finest collection of Cover Papers and Bristols ever seen together. Shown in a diversified variety of textures, colors and surfaces. For catalog covers, folders, mounts, circulars.

**Group No. 4.** Announcement Stocks. These show sheets and envelopes to match for any kind of business announcement. Millinery, bank statement, tailor, department store or any business that wishes to send out a special announcement.

## *Strathmore Paper Company*

MITTINEAGUE, MASS., U. S. A.

### Fair Oaks Circulation of the

# San Francisco Examiner

Fair Oaks is a beautiful suburb of San Francisco on the peninsula south of the city. There are just fifty homes there and most of them are extensive country places owned by San Francisco millionaires. There are no stores of any kind at Fair Oaks and only a small waiting station at the railroad tracks where the automobiles come down from the country places to meet the trains and to take back the San Francisco newspapers. The circulation of morning newspapers going to Fair Oaks follows:

EXAMINER.....	43
Chronicle.....	30
Call.....	22

This test is typical of the test made in any of the exclusive residence sections around San Francisco. Such tests made from time to time by the exclusive stores of San Francisco show **why every exclusive store in the city gives more of its advertising to the Examiner than to any other San Francisco newspaper.**

With a circulation of 105,000 daily and 200,000 Sunday, The Examiner practically covers central and northern California.

M. D. Hunton,  
220 5th Ave.,  
New York.

W. H. Wilson,  
909 Hearst Building,  
Chicago.

vertised goods not only move faster but that they are easier to sell. Heinz Food Products are always well advertised."

Notable also in connection with this change of attitude towards the dealer is the Crisco advertising, which includes a frank answer to the foremost questions of the dealer. It covers a descrip-



## HITCHING UP THE CONSUMER ADVERTISING

tion of the intrinsic merits of Crisco; it refers to the national consumer advertising that is being done, and gives the amount of actual profit to be made.

That trade-paper advertising which embodies the main characteristics suggested in this article may be made indispensable in announcing a new product to the dealer, is evident from the familiar details of the Crisco campaign last fall. Similar work is being done this year by the Rochester Stamping Company, with a new line of table utilities, and by a large number of the dress fabric manufacturers who have not previously advertised to the consumer, but who are injecting new features into full pages of trade journal copy listing the magazines that are to be used this fall to help sales.

"Every month in the leading women's magazines," is the slogan of the Diamond Dyes advertising, while the General Electric Company tells forcefully in the hardware papers of the "three million advertisements next month" of its "Radiant Grill." In similar vein is the Kellogg advertising which lists to dealers its twenty-eight consumer publications used in



August, and announces its 17,000,000 circulation of the "Toasted Corn Flakes" story.

The profit side of the discussion enters intelligently into the Wesson Snowdrift Oil copy, and the dealer is told that "a two-case purchase costing \$17 retails at \$24, making \$7 profit, or over 29 per cent." Advertisers of the "Nesnah" products refuse to be drawn into the profit-figuring con-

**DRI-FOOT**  **DRI-FOOT**

Our "Saturday Evening Post". Advertisements Will Say:  
**"For Sale At All Good Shoe Stores"**

Starting with the Sept. 28th issue and all through the Fall and Winter our Half Page and Quarter-Page advertisements will be telling its ten million readers that they need no longer bother with rubbers.

**DUPLO** is easy to apply, does not soak through into the lining and does not prevent polishing.

**DRI-POUT** is not greasy.  
**DRI-POUT** is not sticky.

**Pay 11c Profit on Each 25c Sale**

Our "POST" advertisements will tell its TEN MILLION READERS to call at their shoe store--YOUR STORE--for **DRIFTS** and they'll expect YOU to have it.

These 103 Leading Wholesale Shoe Finding Houses  
Have DRI-FOOT In Stock

## LIST OF JOBBERS

TELLING THE DEALER WHICH JOBBER TO  
ASK ABOUT IT

trover, but tell the dealer "your profit: 33 1-3 per cent on cost and 25 per cent on selling price."

Taking the dealer into one's confidence and telling him frankly about the extent of consumer advertising and about the profits he may expect, has come to be an integral part of trade-paper advertising, and it will undoubtedly be an essential feature of trade-paper copy in the future.

### MAKING USE OF A PLAY

An illustration of taking advantage of items of local interest is being demonstrated in New York City in connection with the play "The Mind-the-Paint Girl." The Sherwin-Williams Company has printed cards 15x12 bearing the words "Mind the Paint—It's Sherwin-Williams Paint applied by \_\_\_\_\_" (blank left for name of painter). These are distributed to the large decorating concerns using the products, and are arousing considerable interest.

# THE MUNSEY

*A Free-hand Talk*  
on POLITICS.  
BUSINESS.

and My Own Relations  
to the Campaign

MR. MUNSEY

OCTOBER

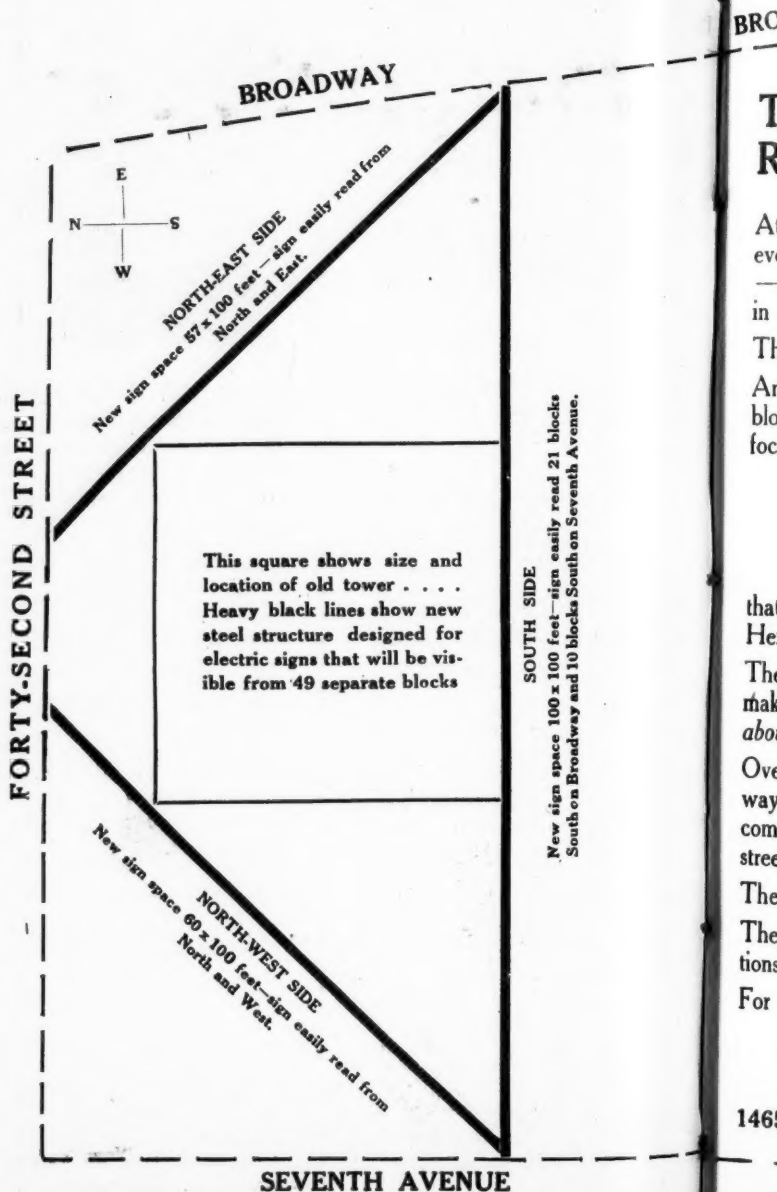
**A** THOUSAND letters from the readers of Munsey's Magazine within the last ninety days.

These letters respond to our invitation for criticisms and suggestions on the advertisements that appear in **Munsey's Magazine**.

October Munsey contains some of the prize winning suggestions.

**The Frank A. Munsey  
Company**

175 Fifth Ave., New-York



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1465

BROADWAY

## The Light That Shines Here is Reflected in Every American City

At one point—Broadway and 42nd Street, New York—gather every night in the year the *most prosperous residents*—the spenders—not only of the metropolitan district but of every town and city in America.

These visitors are persons of influence.

And the eyes of every visitor who comes within any one of 49 blocks surrounding Times Square will be inevitably and forcibly focused on the

### HUGE NEW TRIANGULAR ELECTRIC SIGNS

that will flash from a new steel structure surrounding the Old Heidelberg Tower.

These signs will cast into shadow every other impression and will make the advertisers who secure these commanding positions *talked about in every city of the land*.

Over 432,000 people per day *pass the single corner* where Broadway crosses 42nd Street. Thousands upon thousands of others come within range of these signs which are visible from the 34th street shopping center and from the Pennsylvania Terminal.

The complete sign space measures 27,340 square feet.

The price per square foot is lower than for signs in mediocre locations.

For rates and further particulars write

### THE GODAIR-WIMMER COMPANY

A. L. ANDREWS, Adv. Mgr.

1465 BROADWAY, NEW YORK CITY

Tel. 7998 Bryant

SEVENTH AVENUE

# ONE- OR TWO-CENT POST- AGE ON FORM LETTERS?

DOES THE CAREFULLY FILLED IN  
AND SEALED FORM LETTER DECEIVE  
ANYBODY?—AN ACTUAL TEST  
WHICH WORKED OUT WELL FOR  
THE ONE-CENT LETTER

*By James A. Payant,*  
Advertising Manager, Shaw-Walker Mfg.  
Company, Muskegon, Mich.

The question has been brought up over and over again whether or not it is in harmony with modern advertising tendencies to send out form circulars masquerading under the guise of so-called "personal letters," also whether it is not better to do away with this little game of hocus-pocus and come out into the open and acknowledge frankly that the "letter" is an announcement sent to a thousand or a hundred thousand individuals.

Of course, one might admit that it is wrong to deceive the recipients of his epistolary effusions into the belief that they are "personal" when, as a matter of fact, they are run-off by machinery, signed by machinery, folded, stamped and sealed by machinery, and finally distributed to a million or more individuals from Vancouver to Halifax. But, admitting this much, the question which bothers most advertisers is, Which pays best?

This was a problem that bothered me up to about a year ago. At that time, having several hundred thousand letters to send out, I determined to make a test which would show, at least in so far as our own particular proposition was concerned, whether a so-called "personal letter," sent out sealed at two cents, would pull more inquiries than a circular letter, on the same subject, sent out open at one cent.

As a test I selected six different letters, to be sent out in separate batches, each to several widely separated centers, such as Portland (Me.), Boston, New York, Chicago and Tacoma.

The results of this test were

interesting. It was very much of a surprise to find that the "personals," carefully matched for the address, and costing for filling in, sealing and extra postage about twelve dollars per one thousand more, had not brought in, on the average, as many replies as the form letter, sent out under a one-cent stamp and with its flap tucked in. There was not even a pretense that it might be sealed for we used ordinary envelopes, not the kind that make you think you are getting a sealed communication because the flap happens to be gummed down.

Of the six letters chosen, 4,150 were sent filled in and sealed, under two-cent postage, and the same number were sent without filling in, unsealed and with a one-cent stamp. The latter pulled 118 inquiries to the former's 116.

Was it possible, after all, that the class of business people we were endeavoring to reach were wise to the game and perhaps, in their own offices, were struggling with the problem of blending just the right shade of blue, in type-writer ribbons, or adjusting the signature device so that it would look "natural" and print-in at just the right spot?

In analyzing these figures another consideration forced itself upon me. Had not the time come, perhaps, when business people resented the implication that they could be fooled into thinking that because a "form letter" had the name and address filled in it was a personal communication? Might it not be, too, that the rapid elimination of sophistry, exaggeration and downright misrepresentation in advertising was gradually educating business men to a keener appreciation of sound principle and that what had proved, until recently, a harmless deception might turn out, now, to be an expensive boomerang?

The figures given seem to warrant the assumption that so-called "personal letters," filled in, sealed and sent out under two-cent postage, are not worth the extra twelve dollars per thousand. If this be true, a big sum is being wasted under this head.

## Two Publications That Dominate Two Prosperous Farm Communities

### THE OHIO FARMER CLEVELAND

For six successive years Ohio has raised a greater number of bushels of corn per acre than any other state, and this year will be no exception. Hay, oats, barley and other crops are bumpers and prices rule strong.

The Ohio Farmer takes special pride in all this because it is not mere luck that makes these farmers prosperous—it's better methods of farming, and The Ohio Farmer has helped in this education for over sixty years.

Prof. Alfred Vivian of the Ohio College of Agriculture is at present on a trip around the world investigating agricultural conditions in other countries. His letters are being published exclusively in The Ohio Farmer—two each month. Get a copy of the paper and read these—then you'll understand why The Ohio Farmer dominates its field.

Circulation is over 126,000, of which 95,000 is in Ohio—twice as much as any other farm weekly has in this state.

### THE MICHIGAN FARMER DETROIT

The only weekly agricultural journal published in the state of Michigan, and the oldest in the world under the same name—established in 1843. It has an actual paid-in-advance circulation of over 80,000, of which 72,000 is in Michigan.

Its editorial policy has been progressive always and largely thru its efforts the farmers of Michigan have learned how to produce enormous crops of corn, hay, oats, beans, sugar beets and fruits. The yield this year, coupled with good prices, means increased prosperity for Michigan farmers.

Intensive, specialized farming has taken root in Michigan and as a horticultural and dairying community it has forged rapidly to the front. No advertiser whose product can be used by farmers and their families can afford to overlook Michigan. Get a copy of the Michigan Farmer—note its helpful, sound advice on all branches of agriculture, its appeal to women, its clean columns that appeal so strongly to that class of readers.

Then you'll surely use it.

**You can use these two publications separately or in combination. Write direct to either paper or our representatives for rates and other details**

George W. Herbert, Inc.  
Western Representatives  
First Nat. Bk. Bldg., Chicago.



Wallace C. Richardson, Inc.  
Eastern Representatives  
41 Park Row, New York.

**THE PENNSYLVANIA FARMER of PHILADELPHIA can also be used jointly with either or both of the above mentioned papers, and offers an exceedingly attractive proposition. Its circulation of 30,000 is confined to Eastern Penn., South Eastern New York, New Jersey, Delaware and Maryland. No other farm paper concentrates in this field.**

# The Seats of Decision

Write to us for an estimate. You may be surprised to see how

## POSTER ADVERTISING

1620 STEGER BUILDING

OFFICIAL POLICE

Associated Billposters' Protective Co.....	147 Fourth Ave., New York City	Massachusetts
N. W. Ayer & Son.....	300-308 Chestnut St., Philadelphia, Pa.	Ivan B.
George Batten Co.....	Fourth Ave. Bldg., Fourth Ave. and 27th St., New York City	John F.
A. M. Briggs Co.....	1108 Hippodrome Bldg., Cleveland, Ohio	The Cro
Geo L. Dyer.....	42 Broadway, New York City	George I
Mahin Advertising Co.....	Monroe Bldg., Chicago, Ill.	Henry P

Words become trite with repetition.  
 The picture never suffers by repetition.  
 Words are an attempt to conjure up a mental picture.  
 The Poster is the picture itself.

This is very simple reasoning, and it appeals more and more to the judgment of men whose business it is to reach *the seats of decision* in the minds of consumers. A strong pictorial poster with its masterly drawing and brilliant color treatment takes the story to the seats of decision by the shortest route.

In some cases, pictorial Poster Advertising tells the whole story. In cases where educational copy is needed, a supplementary Poster campaign helps to win the audience quickly.

For product belongs to one or the other of these classes and can be advertised by Poster Advertising to advantage. Have you noticed the remarkable development in Poster Advertising service in your own town everywhere?

Go to see how moderate in cost Poster Advertising is.

## POSTER ADVERTISING ASSOCIATION CHICAGO

### LOCAL SOLICITORS

Massengale Advertising Agency.....	Atlanta, Ga.
Ivan B. Nordhem Co.....	Bessemer Bldg., Pittsburgh, Pa.
John F. Sheehan, Jr.....	653 Pacific Bldg., San Francisco, Cal.
The Crockett Agency.....	Maison Blanche Bldg., New Orleans, La.
George Enos Throop, Inc.....	1516 Tribune Bldg., Chicago, Ill.
Henry F. Wall.....	John Hancock Bldg. Boston, Mass.



## AVOIDING THE DEAD LEVEL IN FORM LETTERS

RULES THAT ELIMINATE INDIVIDUALITY MIGHT BETTER BE BROKEN—SOME LETTERS FAILURES BEFORE THEY ARE MAILED—THE ADVANTAGES OF THE NARRATIVE FORM—THE LETTER THAT LEAVES A DESIRE FOR "MORE"

By Hugo Parton

The term Form Letter covers a multitude of sins. It includes the "your-favor-of-the-8th-inst.-at-hand" horror, and it also includes the subtle letter sent unsolicited to a busy stranger and that, to be successful, must gain a reading, create interest and win a definite response.

Form letters may be divided into two classes: those that are a mere formality and those whose definite purpose is to be creative. Of course, strictly speaking, no letter should be a mere formality, as every letter should and can add its mite to the prestige of the house. In this article only unsolicited creative letters are under discussion.

About the only fixed rule that can be laid down for the writing of form letters is: Don't follow a fixed rule! Whistler disregarded most of the academic tenets of drawing and Rembrandt never learned them, yet both were masters in the one thing that counts in art—the effect. The one thing that counts in letters is their effect or result; and if the writing of good form letters isn't an art then the word applies to no branch of advertising. In his article in the April 11th issue of *PRINTERS' INK* J. J. Buzzell says: "No matter how cleverly worded the argument may be, or how 'strong' the sales talk used, if there is lack of individuality there is lack of one of the most vital and convincing elements." Stated from the converse side one might almost say that no matter how many rules are broken, a letter that has the right individuality is a success. And individuality cannot be learned by rule and line.

Nevertheless, there are certain attributes to success in form letter writing that can be set down *a priori*, and an analysis of letters that have "pulled" throws further light on the subject. Given the problem of appearing in an envelope before a busy substantial man who has never heard of you and getting a satisfactory reply from that man, and there are certain attributes your letter must have in order to be successful. And this holds true no matter what your business.

First of all, you have got to gain his attention. The letter may be full of gold, but if the first paragraph is heavy lead the gold will never be reached. Equally to be avoided is the freakish "yellow," irrelevant style of opening. For if the reader isn't already bored to extinction from a waste-paper basket full of such letters, you make yourself a joke to start with and at the sharp line of demarcation where the letter gets down to business your reader ceases abruptly to be a reader. Unless the first paragraph is connected pretty closely with the rest of the letter, all that has been gained is to have gotten the first paragraph read before the waste-paper basket is reached.

### VIVIDNESS IN THE OPENING

There is no law against making the lead unusual—in fact, it must be vivid. Even being sensational does not "queer" it, provided (but with a cap P) it speedily launches the reader into the body of the epistle. Speed—that's the thing! A man opening mail is in a rush. Suit his mood! The first paragraph should be clever, but if only clever it is all off.

If the letter has the recipient's name inaccurately filled in, if the matching is poor—and most of it is—a fatally and uncomplimentarily wholesale impression is the result. To judge by the letters one is constantly receiving, the writers think that freak paper and type arrangement is a great asset in gaining attention. Granted—but so does a skunk attract attention. However, he is not patronized, especially with repeat or-

**Seven hundred and eighty-  
three thousand, nine hundred  
and forty-seven FAMILIES  
are reached by**

**Poster Advertising  
every day**

**through the**

**AMERICAN POSTING SERVICE**

**B. W. Robbins, President**

**CHICAGO - ILLINOIS**

## **NEBRASKA'S RECORD CROP YEAR**

This great agricultural state is producing more wealth this year than in any previous year of its history.

A magnificent corn crop is now ripening into maturity and is safe from damage. A 50-million bushel wheat crop is going out to market. All other crops are abundant and prosperity is evident on every hand.

**Why not advertise where people have money to spend?**

You can reach Nebraska buyers through

### **The Lincoln Daily Star**

A newspaper that is respected by its readers. The Star has the largest circulation of any newspaper in Lincoln, and the largest circulation in Nebraska of any newspaper published outside of Omaha.

Eastern Representative  
Robert MacQuoid Co.  
Brunswick Bldg.  
New York.

Western Representative  
Horace M. Ford  
1048 People's Gas Bldg.  
Chicago.

ders. Pink letter-paper gains the attention in the same way that a loud check suit of clothes does. Neither begets confidence in the man behind it. A man is judged by his clothes if it is obvious he does not have to wear such clothes. Ditto a letter. Some professional form letter doctors advocate using different colored paper and make-up for succeeding letters to the same prospect. Personally, it appears to me a confession of weakness. When I open a square brown envelope and find the letter is, after all, only No. 367 from my old friend, So-and-So, who hitherto has used white paper, I smile at the futile effort to trick me into reading. I smile because I am in the business myself, but if I were a bona fide prospect I suspect I would feel resentment and also distrust of a proposition that can't stand on its own keel but must use child's tricks to get a hearing.

#### KEEPING IN MIND THE SPHERE OF THE LETTER

It is not usually the sphere of a form letter to complete a sale. It isn't even its first duty to create confidence. The article which is to be sent on trial, the salesman who is to call—whatever is to follow the reply—must be relied upon to create the final confidence and sell the goods. The prime purpose of the usual form letter is to create enough interest to elicit a reply for further information. Therefore, once the letter has gained the reader's attention, once the "victim" has begun to read, the letter's further duty consists solely in creating interest. Any subject rightly presented is pretty sure to interest any man likely to receive it.

So far as it is possible to generalize perhaps the two most useful rules to lay down for a letter writer are: Make it a "you" letter instead of an "I" letter and paint a picture. The picture should show advantages of the state to be gained by the use of what is offered for sale, and it should, if possible, contrast with the handicaps of the reader's present benighted condition.

It is comparatively easy to interest the reader in the ego writing the letter, but a letter is aimed at the reader, not the writer. The letter should interest him in himself, his own problem, not in yourself and your problem. It is just as easy to say: "You will be interested in seeing it," as it is to say: "I want you to see it." But to be a "you" letter in effect it does not always have to be so in form. Where the subject is of a personal nature and the personality of the writer is a leading asset, a certain amount of "I" is permissible and even advisable. All existing advertising agencies would pale into near-oblivion if the firm of Roosevelt, Shaw & Lawson should be started; yet it is difficult to conceive of the Colonel or Bernard Shaw or Tom Lawson writing a letter where a goodly proportion of the paragraphs did not begin in the first person singular. And each of these men succeeds in arousing the "prospect's" interest in his (the prospect's) own problems.

Also an "I" letter may prove successful by the power of contrast. The writer describes his own to-be-desired condition through the use of the article offered for sale; the reader contrasts enviously his own benighted condition and immediately reaches out to possess the means to the pictured end. These exceptions do not disprove the generally true statement that in form letters, as in all other kinds of advertising, the "you" appeal is the right one.

#### USE OF THE NARRATIVE FORM

Where it is possible to put a letter naturally into narrative form it is effective. The reader's curiosity can be aroused by the first sentence sufficiently so that he follows the "hero's" fortunes all the way to the end. And by the time he reaches the end he desires to know *more*. Be interesting; that is the all-important thing—the *sine qua non* of your letter's success. A connected story that is relevant to the subject and moves with speed is going to

# Farm, Stock & Home

**Minneapolis, Minn.**

was the paper that persuaded the Minnesota Agricultural Society to forbid the use of premiums by newspaper solicitors at this year's Minnesota *State Fair*.

It was a sad blow to a good many farm papers that make great claims as to the quality of their circulation. One publication had several solicitors arrested during the week for attempting to use premiums. Name of the paper on application. Others withdrew most of their solicitors from the grounds, admitting that subscriptions could not be obtained on the merits of their papers.

**Farm, Stock & Home** kept working and got nearly as many subscriptions without premiums as it has averaged in the past with them.

**Farm, Stock & Home** has a little booklet entitled "Crop and Business Conditions." Please ask for it. It has facts you should know.

*"The Farm Paper of Service."*



**Representatives.**

**New York, N. Y.**

A. H. Billingslea,  
No. 1 Madison Avenue,

**Chicago, Illinois.**

J. C. Billingslea,  
816 First National Bank Bldg.,

**St. Louis, Mo.**

A. D. McKinney,  
Third National Bank Bldg..

stack up a nice fielding average.

A "picture" letter does not have to have the last detail in all its definite outline—in fact, the opposite is what should be aimed for. In his "Laocoon," Lessing gives as a cardinal principle of art that a picture or a statue should never show the final climax, but should leave something to the imagination. This is true also in pictures painted in words. Make the sentence suggestive, connotative, so it will allow the mind of the reader to paint his own complete picture from the storehouse of his own imagination; so he can fit in instances and ramifications from his own memory and experience. Here again you have the "you" philosophy. Don't tell your whole story in a letter; make the reader come to you for more.

The effect of a letter should be the same as the effect of a well-played march—an impulse for more. A stirring tune has a vivid and sudden ending and so should a letter. A letter seeking a reply should end on that definite note. The letter has created interest and a desire for more information, a closer acquaintance with the thing offered. The ending should be an urge to activity to bring about this desired end. The ideal effect of a letter is to force the reader to immediately sign the enclosed postcard and go out and drop it in the mail chute before he does another thing. A letter should be a wave that carries its victim off his feet. It should make him act on the inspiration of the moment. There's many a slip between an "I - guess-perhaps-I'd-better-look-into-that" sort of intention and the post-box.

There is no fixed rule for the length of a letter, but unless assured of interest by a previous inquiry it should be as short as possible. The mere sight of a number of big fat paragraphs may prevent an attempt to read at all. It should shoot three shots in quick succession—first to gain attention; second, to turn curiosity into interest; third, to force active decision.

## ADVERTISING MEN GOLF AT FOX HILLS

Members of the Metropolitan Advertising Golf Association held their third tournament over the links of the Fox Hills Golf Club on September 19. It was a drizzly day, but in spite of the weather there was a good turn-out for the matches.

Winners in the morning were D. L. Hedges, of *Good Housekeeping Magazine*, and E. T. Bromfield, of *Suburban Life*. In the afternoon the winners were F. L. Wurzburg, of the *Class Journal Company*, and W. C. McMillan, of the *Butterick Publishing Company*. In Class B, Raymond D. Little, of *Pearson's Magazine*, was the winner, while in the third class honors were taken by L. B. DeVeau, of the *Century Company*.

Others who took part in the tournament included J. Harold Slater, of J. & J. Slater; E. A. Freeman, W. C. Freeman and J. C. Cook, of the *Evening Mail*; W. A. Warner, C. A. Speakman, H. N. Fiske and F. S. Newbery, of the *American Lithographing Company*; H. V. Gains, of the *Eastman Kodak Company*; Z. T. Miller, of the *Prudential Life Insurance Company*; E. M. Alexander, of the *Cosmopolitan Magazine*; R. R. Mamlok, of *Paul Block, Inc.*; William H. Johnson, of the *American Sunday Magazine*; A. N. Cowperthwait, of *Cowperthwait & Sons*; L. M. Williams and J. J. Hazen, of the *Century Company*; B. D. Butler, of the *Prairie Farmer*; B. H. Ridder, of the *Staats-Zeitung*; W. R. Hotchkiss, of *Gimbel Brothers*; G. F. Bailey, of the *New York Globe*; Walter Bunnell, of W. H. H. Hull & Co.; Walter Manning, of the *Ladies' World*; J. L. Given, of the H. J. Heinz Company; D. M. Parker, of *St. Nicholas Magazine*; W. M. Ostrander, of W. M. Ostrander, Inc., real estate; E. F. Clymer, of *McClure's Magazine*; S. Keith Evans, of the *American Magazine*; J. H. Hawley and Walter A. Wheeler, of the *Associated Sunday Magazines*; R. C. Faber, of F. W. Faber & Co.; A. B. Ashforth, of the A. B. Ashforth Real Estate Agency; S. K. McKnight, of the McKnight Realty Company; A. S. Higgins, of Higgins & Seiter; T. T. Rushmore, druggist; Frank Voss, of the Crescent Belt Fastener Company; W. E. Conklin, of the Seaboard Air Line; F. J. Ross, of the Blackman-Ross Agency; K. V. S. Howland, of the Outlook Company; J. Barber, of the Barber Steamship Company; Edwin C. Johnson, of the *American Exporter*; W. S. Bird, of the *Baltimore Sun*; O. B. Merrill, of the *Youth's Companion*; H. V. Keep, of H. V. Keep & Co.; J. R. Mix, of *Scribner's Magazine*; A. M. Minnick, of the United States Radiator Company; Clayton Goss, of the Jamaica Estates; H. S. Sternberg, of the H. Sumner Sternberg Agency.

A. B. Beroldingen has given up his position at the head of the Simpson-Crawford mail-order department. His successor with the New York concern has not yet been appointed.

**Do You Want To Reach the  
Great 85% Persistently, Logically  
and at the Right Moment?**

## **POSTERS**

do this very thing, reach your prospective customer exactly when he or she is on the way to make that purchase, and their persistency can't be questioned—See them here, there and yonder.

Let us help you capture this market, or sustain your present demand.

### **ST. LOUIS POSTER ADVERTISING CO.**

631 South 6th Street

ST. LOUIS, MO.

## **H.E. LESAN ADVERTISING AGENCY**

**We would be judged by  
all as we are judged by  
those whom we serve**

**General Offices  
381 Fourth Avenue  
New York**

**Branch Office  
Old Colony Building  
Chicago**

## THE KIND OF FACTS THAT BRING THE BIG ORDERS

ATTENTION OF DETAIL LIKELY TO COUNT FOR MORE IN THE LONG RUN THAN SO-CALLED BRILLIANCY OF SALESMANSHIP—TWO MODERN INSTANCES

By B. F. Geyer,

Assistant Advertising Manager of S. F. Bowser & Co., Fort Wayne, Ind.

Have you ever observed the trend of conversation when salesmen are talking "small talk" around the hotel after the day's work is done. They almost always tell about the "big" orders they have taken, the obstacles they have overcome, the ingenuity and sales technique it required, etc., to close the deal.

That naturally leads us to the question, "What is a big order?" It depends entirely on the line. A \$500 order for mosquito netting might be a very large order for mosquito netting but a very small one, indeed, for railroad locomotives. So you cannot judge the size of an order by the amount of money involved. That is not always an indication.

It is usually interesting to know how a "big" order is taken, because a big order must invariably be taken up with other parties than the purchasing agent, which means that the sale requires more originality, tact and sales force. In view of this fact, our experience in securing an order from a large manufacturing company in Ohio may prove profitable as well as interesting.

The prospect for this sale was as unexpected as a volcanic eruption on a prairie. The salesman was returning to spend the weekend with his family; and while on the train got into conversation with several other occupants of the car. One of the passengers was telling him of a special soap made from an imported oil, in which he was financially interested. Oil and its storage being our representative's specialty, he naturally inquired about their methods of handling the oil used in the soap.

It developed that the proposi-

tion was in such an incipient stage that the matter of storage for oil could not be given consideration. This was the means, however, of striking up a more confidential talk and the salesman discovered that the soap manufacturer was also one of the engineers of a large manufacturing company in Ohio.

This fact renewed his interest and by questioning he got practically all of the facts in regard to the condition of their power department. He found that they were having trouble and that they were open for suggestions and improvements, that an oiling system was under consideration. With this information all tabulated, he called on the company the next week and secured an order for approximately \$5,000 before the week closed.

There was not much high-class salesmanship displayed, as we ordinarily understand the term. Of course, the salesman had to know his proposition to be able to show its application to the conditions in hand, but every salesman should be able to do this or quit. So far as finesse is concerned, it really required none in this case. Why? Because the salesman *had all of the details* as well as the general plans before he started to sell.

Yet, in a broad sense of the word, this case illustrates a remarkable example of sales finesse, as he was alert, quick to see his opportunity and take advantage of it.

Sales work is not merely going to the prospect and talking him into buying what you have to sell. It embodies all of the work and scheming required in rounding up the facts and details to meet all his arguments. You must show the purchaser. You can't show him without facts, and the more intimately acquainted you are with his affairs, the better impression you can make. If you have the details, you are in a position to know what you are talking about and to make suggestions.

What would you think of a salesman who would go into a haberdashery to sell drugs, and yet there are many cases on rec-



From the reader's point of view The American Magazine, in its new size, will be the most complete, most handsomely printed, and most beautifully illustrated magazine that comes to his hands

—and the ascending regard of the reader increases the advertising value of any magazine.

Beginning with the December issue

# The American M A G A Z I N E

will be published in its new form

S. Keith Evans

Advertising Manager

Mr. Advertiser:

I have created and directed many successful merchandising campaigns. I consider advertising to the consumer as the last spoke in the wheel of a merchandising campaign.

- 1st. You must have a meritorious article at an honest price.
- 2nd. You must have an attractive package such as will invite curiosity—inspire investigation.
- 3rd. You must work with the Broker or Jobber in the territory that is logically yours.
- 4th. You must line up the retailer.
- 5th. Now—You are ready to tell your story to the consumer.

## L. ROY CURTISS

Merchandising and  
Advertising Counsellor  
**KANSAS CITY, MISSOURI**

Three of my clients—write and ask them why they retain me.

### THE KANSAS FLOUR MILLS COMPANY

Kansas City, Missouri.

This company owns and operates eight mills and 110 country elevators and is the largest hard wheat milling company in the world.

Mr. J. B. IRVING, President,  
IRVING-PITT MANUFACTURING COMPANY,  
Kansas City, Missouri.

Operating the largest exclusive loose-leaf manufacturing plant in the world.

### THE AMERICAN FARM GATE COMPANY,

Kansas City, Missouri.

Manufacturers of the American Steel farm gate, the only self-lifting farm gate in the world.

ord just as ridiculous, and this example simply shows that the salesman failed to investigate the conditions. The ease with which this sale was made was due to the fact that the salesman had prepared himself—had secured all of the information necessary to intelligently put his proposition before the buyer.

I know another experience of the same salesman, where he almost lost a good sale, simply because he failed to see a man in the factory whose recommendation was vital. This party felt slighted because he had not been taken into the transaction, and but for the quick mind and affability of the salesman, he would have "queered" the deal. So, in addition to getting the details, always be sure that all the men down the line, who have any connection with the transaction, are on the right side of the fence.

### MEETING OF REPRESENTATIVES

At the meeting of the Representatives' Club on the evening of September 18th, at the Hotel Martinique, New York, J. D. Kenyon, first vice-president of the Sheldon School, and Dr. Ed. K. Strong, Jr., of the Psychology Department of Columbia were the speakers. They covered "How to Sell," from the angle of practical experience, as well as along theoretical lines.

The moderator was O. S. Kimberley, of Doubleday, Page & Co.

There were songs by Sam Smart, of *House and Garden Magazine*, and by the Martinique quartette.

By popular ballot W. A. Sturgis, of *Review of Reviews*, was awarded the silver cup, presented by the International Silver Company, for having done more than any other in making the Travers Island outing a success.

### WHERE ANGELS FEAR TO TREAD

A remarkable picture is one of the souvenirs of the jubilee celebration of Berlin University, which recently took place. It was made in the aula of the university when the German Emperor was delivering the address and shows the speaker on the dais facing the standing audience of dignitaries, whose backs only are visible. Possibly due to a freak on the part of the camera, the standing men seem all to be bald-headed, and an enterprising manufacturer of hair tonic has reproduced the picture on an advertising circular, in which he says: "How different these great men would appear had they used my hair invigorator and my remedy against baldness."—*London Globe*.

## A LOST SUBSCRIPTION EXPLAINED

NEW YORK, Sept. 19, 1912.

Editor of PRINTERS' INK:

I was in the office of your paper a week or so ago, getting some data from your young man in the Research Department about house-organs (and by the way he delivered the goods in masterful style, and I am afraid I have forgotten to write and thank him), and related the following as something I had often thought of telling you. He urged me to do it, and I will.

For three years before I came to New York (I came last spring) I was secretary of a commercial club in a live-wire Texas town. I have always been interested in advertising, and for about a year subscribed to PRINTERS' INK. Finally I let the subscription run out, in spite of some almost irresistible follow-up letters. Why? That's the story.

In my work there I was always crowded, hurried and busy, quite like the typical New Yorker (the *dolce far niente* of the modern Southern town "ain't so"). Whenever PRINTERS' INK arrived I just couldn't make my hands behave. They reached for it, took it from its wrapper, and I devoured the whole thing from cover to cover, exactly as I used to devour Jack Harkaway stories as fast as the installments came out when I was a kid in Indiana. No matter what important work lay on my desk, I had to "glance" at PRINTERS' INK. The glance showed titles that brooked no delay. The articles had to be read. As a consequence PRINTERS' INK's weekly visits put me in arrears one day out of seven precisely as a visit from a long-lost friend would have done. It was then, and still is, by far the most absorbingly interesting publication I know. Its handy size, even, has that charm of "the little volume a man can hold easily in one hand" that Dr. Johnson remarked.

I had to give up PRINTERS' INK or be mulcted in two or three hours time once a week, and I simply could not spare those hours.

This sounds so much like a snake story (especially when told by a man from the land where Tom Ochiltree once lied and blushed to find it fame) that I have never dared to tell it before. But it is mere truth.

Of course there is no objection to publishing this, for the simple reason that you wouldn't. There are limits even to advertising, and nobody would believe it if you did publish it, so what's the use?

"Doubtless editors could make a better paper than PRINTERS' INK, but doubtless editors never did."

O. A. OWEN.

FRIEND—Why do you have such misspelled and ungrammatical notices in your front windows?

SHARP TRADESMAN—People think I'm a fool and come in to swindle me. Trade's just booming.—*National Druggist.*

## Marshall Field

after careful investigation said—



ONE  
SUBSCRIBER  
IN THE  
HOME  
IS WORTH  
TWELVE  
STREET  
SALES

MARSHALL FIELD

**THE JOURNAL-GAZETTE  
FULFILLS MARSHALL FIELD'S  
IDEA OF THE BEST NEWSPAPER  
CIRCULATION FOR THE ADVERTISER**

THE PROPORTION OF THE JOURNAL-GAZETTE STREET SALES TO ITS TOTAL CIRCULATION IS .001.

THIS PROPORTION IN THE CASE OF ANY OTHER ENGLISH DAILY IN FORT WAYNE IS NEARLY 100 TIMES AS GREAT.

THE JOURNAL-GAZETTE GUARANTEES MORE SUBSCRIBERS IN THE HOMES OF FORT WAYNE THAN ANY OTHER NEWSPAPER.

Its circulation is greater than any two other Ft. Wayne papers.

The Journal Gazette reaches every other home on the fifteen rural routes out of Ft. Wayne, and goes into every three and one-half homes within 50 miles of the city. The only morning paper in a city of 70,000.

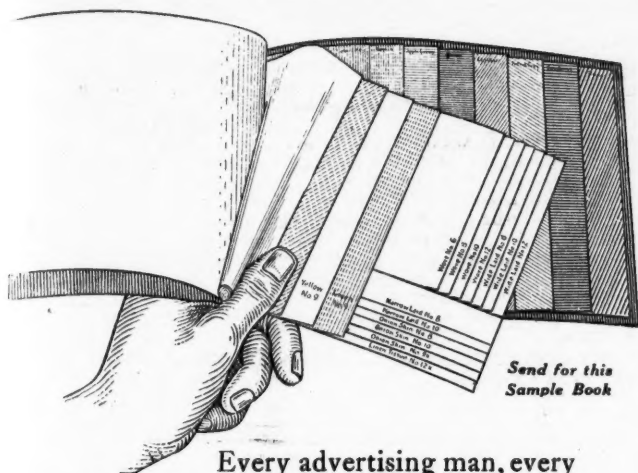
Examined by A. A. A.—bonafide—in every respect.

JOHN M. BRANHAM CO.

Representatives

New York—Chicago—St. Louis





Every advertising man, every office manager should know

## STAR Manifold Linens and Manuscript Covers

Star Manifold Linen takes a better impression, gives you a better looking carbon than any other copying paper. Made by a special process which gives it unusual properties. Blue, pink, yellow, green and white, and a variety of weights.

Star Manuscript Covers—serviceable, attractive, inexpensive. Furnished in sizes 18 x 31 and 9 x 15½, and in eight colors.

**Write for free sample book NOW.**

**C. H. DEXTER & SONS**

**Box D, Windsor Locks, Conn.**

*Mfrs. of Princess and Levant Cover Papers*



## Marathon

WE SUGGEST TO AGENTS AND DEALERS THAT PATIENCE IS A CARDINAL VIRTUE AND THAT HASTE IS ALWAYS A LUXURY

THIS IS ESPECIALLY TRUE IN THE AUTOMOBILE BUSINESS

WE SUGGEST THAT YOUR 1913 CONTRACT WILL BE OF MORE VALUE TO YOU IF IT CARRIES WITH IT THE REPRESENTATION OF 1913 CARS—CARS THAT ACTUALLY REPRESENT THE LATEST FACTS IN AUTOMOBILE DESIGN AND CONSTRUCTION.

### The 1913 Marathon Announcement

May be expected as usual in September

IT WILL NOT CONSIST OF THE 1912 LINE WITH A MERE CHANGE OF NAME OR NUMBER. THE NEW CARS WILL RETAIN THE CHARACTERISTICS OF MARATHON CONSTRUCTION, BUT WILL EMBODY ALL AUTOMOBILE PROVEN IMPROVEMENTS TO DATE.

IT WILL BE A COMPREHENSIVE LINE OF 1913 CARS—MODELS EASY TO SELL

DON'T BE IN TOO BIG A HURRY—SEE REAL 1913 CARS OR ANNOUNCEMENTS BEFORE MAKING AN ARRANGEMENT THAT REPRESENTS A WHOLE YEAR'S WORK.

## Marathon Motor Works

1225 Clinton.

Nashville, Tenn.

FIG. 3—A TRADE JOURNAL ALL-CAP SET-UP THAT IS HARD TO READ

if we must use it why not italicize only the conversation, and make two paragraphs in order to make it look easier to read?

Fig. 2 shows the use of the trade-mark wherever the name appears. If a trade-mark is worth anything it is worth everything—worth impressing on the reader every time the name is mentioned.

In Fig. 1 the trade-mark is almost submerged. The picture may be one of a hundred motor cars for all the reader knows.

The Marathon ad (Fig. 3) is one of the usual half-page trade paper ads. It was undoubtedly given the printer without any instructions. Probably the advertiser thought that the ad must be all right, for the printer ought to know his business.

Why printers set ads in capitals is a mystery. Capital letters are harder to set up and if the reader does not believe they are hard to read, test it yourself on this ad.

Fig. 4 shows the revision of this ad.

Here we fairly demand a reading owing to the display

and we arrange the selling points in logical order. That is, we tell the reader that "The 1913 Marathon Announcement May Be Expected As Usual in September" and that "It Will Be A Comprehensive Line of 1913 Cars—Models Easy to Sell."

That's what Mr. Dealer (the man to whom the ad is addressed) wants to know. That's what will do business for the advertiser. Simply *paying* for a half page in the trade papers does not guarantee results.

The border on the Packard ad (Fig. 5) is large enough for a one-sheet poster and out of all

THE 1913

## Marathon

ANNOUNCEMENT

May be expected as usual in September

It will not consist of the 1912 line with a mere change of name or number. The new cars will retain the characteristics of Marathon construction, but will embody all automobile proven improvements to date.

It will be a Comprehensive Line  
of 1913 Cars  
Models Easy to Sell

1225 Clinton

MARATHON MOTOR WORKS

NASHVILLE, TENN.

FIG. 4—A REVISION OF FIG. 3, WITH SELLING POINTS DISPLAYED IN LOGICAL ORDER

## 5,823 Retail Merchants and 1,175,000 Population in the Territory of the Wisconsin Daily League.

Through these 17 newspapers you can reach these 1,175,000 consumers, who buy from the 5823 retailers, and the 130 wholesalers, who supply the retailers, and with 7½ inch display, 3 times each week for one month at a cost of \$26.36 each insertion, a total of \$342.68 for the month; and for \$342.68 more, or \$685.36 in all, you can reach them with your message every day for a month or three times a week for two months. Use more space or less as your plans dictate.

These Wisconsin retailers represent every line of goods manufactured and the entire Wisconsin Daily League proposition with its 17 newspapers offers a tangible, actual basis on which to work out your selling plan which **will put your goods over, get the distribution, create the demand and win the orders.**

If your sales plan is right, your articles good, the results are just as sure as is the rising of the sun in the East.

The Wisconsin Daily League, representing the best buying centers in the State, co-operates with the advertiser. It has abundant local information about each of its rich selling sections which should be in the hands of every manufacturer. We will give you all of it freely for the asking.

This is the Wisconsin Daily League:

**Total Circulation Exceeds 75,000**

Antigo Journal  
Beloit Free Press  
Eau Claire Leader  
Fond du Lac Commonwealth  
Janesville Gazette  
La Crosse Leader-Press  
Marinette Eagle Star  
Madison, Wis., State Journal

Oshkosh Northwestern  
Racine Journal-News  
Wausau Record-Herald  
Manitowoc Herald  
Sheboygan Daily Journal  
Chippewa Herald  
Appleton Crescent  
Berlin Journal

Superior Telegram

Ask for sample copies. Address,

**H. H. BLISS, Sec.**

**WISCONSIN DAILY LEAGUE**

**Janesville, Wis.**



You have a waste-basket for the things not wanted—have you your own personal system for keeping the odds and ends you need everyday?

## Globe-Wernicke Unifiles Steel and Wood

are compact, handy filing cabinets into which you can unload your desk accumulations and have them constantly at your finger tips. Unifiles are excellent for keeping track of matters pending—correspondence, statistics, proofs, cuts and catalogs, and various supplies needed daily.

If your floor space is expensive the compactness of Globe-Wernicke Unifiles will prove them the most practical of all devices for holding your records. They are constructed on the unit principle which permits additions as needed and without any heavy initial expense.

Units are standardized and are sold by authorized agents in 1500 towns and cities. Where not represented, we ship direct, freight paid.

Complete illustrated Catalog with special literature relating to your particular business mailed on request.

Address Dept. P-D 810

### The Globe-Wernicke Co.

Cincinnati Ohio  
Branch Stores: New York, 380-382 Broadway; Chicago, 231-235 So. Wabash Ave.; Washington, 1218-1220 F St., N. W.; Boston, 91-93 Federal St.; Philadelphia, 1012-1014 Chestnut Street; Cincinnati, 128-134 Fourth Avenue, E.

keeping with the tone of the ad.

It may make the ad distinct in a sense, but it reminds a number of people of the Campbell soup ads, rather than motor cars.

This ad has one of the defects of the Cole ad (Fig. 1) in that the trade-mark name is too inconspicuous. You can hardly tell at first glance whether the car is a Packard or a Peerless.

Make these tests yourself.

Take off the border entirely by laying a piece of white paper around the reproduction.

Now take the trade-mark cut



A SMALLER SIX CYLINDER PACKARD

### The New "38"

*Left drive and control. Electric self starter, electric lighting. Steering, ignition, lighting and carburetor controls on steering column.*

Horsepower, A. L. A. M. rating . . . . . 38  
Maximum brake horsepower . . . . . 38  
Six cylinders, four, four valves, stroke, four and one-half inches.  
42 valves exclusive. Wheel base, Touring Car, 115 inches.  
Pneum. 1.10 inches. Roadster, 111.6 inches. Tires, 36 by 6 1/2 inches, front and rear. Three-quarter axle, alloy springs.

The Packard "38" Line

Touring Car, five passengers	\$2,125	Imperial Limousine	\$2,800
Runabout, five passengers	\$1,525	Runabout	\$1,200
Limousine, two passengers and chauffeur	\$2,500	Limousine	\$1,800
Landster	\$1,700	Landster	\$1,200

*For more information, name of selling and leasing agents, write the new "38" quality Packard quality advertisement to P. D. 810, Dept. P-D, 810.*

Packard Motor Car Company, Detroit, Michigan

FIG. 5—THIS DISPLAY BURIES THE NAME OF THE CAR

"Packard" from the top of illustration and put it between the words "The New" and "38."

Then notice how readily the eye grasps the message: "The New Packard 38" and immediately the mind connects this large heading with the illustration and we have a complete thought.

Why not arrange ads so plainly and forcefully that he who runs may read rather than to mix them up so that he who reads will run.

Distinctiveness can usually be obtained without confusing the message. When it cannot, the distinctiveness should be tabooed and the message given the center of the stage.

## MANUFACTURERS' CO-OPERATION FROM THE DEALERS' STANDPOINT

CONCLUSION OF THE A. N. A. M.  
REPORT ON RELATIONSHIP OF  
MANUFACTURER AND RETAILER

*Question No. 10.—"What is your attitude toward advertised articles? Have your clerks instructions to hand out exactly what is asked for?"*

Thirty-four dealers say their attitude is favorable toward advertised articles and they hand out exactly what is asked for.

A few are lukewarm on the proposition; one is very much opposed to advertised articles.

*(Extracts from letters.)*

"My clerks and myself always sell what is called for, and if it is not in stock we will get it if possible; that is, if the margin of profit is not cut to pieces. If such is the case, I will sell something else, as I am in business to make a profit and not for pleasure."

"Regarding our attitude toward advertised articles, beg to state that we push these and endeavor to sell them except when we have goods that we know to be fully as good, and in this connection the attitude of some of the manufacturers in regard to substitution is entirely unfair to the dealer; for instance, some manufacturers will presume that no other can make as good an article as he can and we resent very strenuously the attitude of some manufacturers when they advertise that whenever a dealer attempts to substitute he is dishonest, as we are in better position to know whether or not the goods are equal to the advertised article, and whether or not the goods that we are offering in their place will answer the purpose of the customer and our disposition would be to absolutely decline to handle goods the manufacturer of which made such statements, and you know that they do make them."

"We favor advertised articles and while the immediate per cent of profit is smaller than on some other lines, the gross returns due to volume of sales is larger; as an instance of proof of this, we handle the Hoosier Kitchen Cabinet, and where we used to think that we had made a good sale if we sold a \$25 cabinet and possibly one in three weeks or a month, it is now no unusual sale to sell a \$33.50 Hoosier every day, and while the margin on the one Hoosier is less than on our old cabinet line, yet we sell twenty to one more Hoosiers than our old line. This also applies to other advertised articles."

"Our clerks have instructions to hand



The circulation for the issue of July 7th, 1912, was 262,790 copies; exclusive of those going to yearly subscribers in single wrappers; these were served that week by its own 13,730 agents or carriers at five cents a copy.

56.9% of these papers went to towns of 1,000 population or less, 23.3% to towns between 1,000 and 5,000 population, 15.2% to towns between 5,000 and 25,000, and only 4.6% to towns of over 25,000 population.

82.1% was circulated east of the Mississippi, 16.6% west of the river, and 1.3% in Canada and foreign countries.

*Few national advertisers who can afford to use The Saturday Evening Post, Collier's, Leslie's and mediums of that class, which circulate most extensively in the large centres, can afford to omit GRIT.*

*GRIT takes up the message right where those mentioned leave off and carries it into fields of golden business opportunity.*

**We are at your service, anytime, anywhere.**

**THE JOHN BUDD COMPANY**

*Advertising Representatives*

Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

out exactly what is asked for if the customer insists on having that; in other words, we sell exactly what we advertise, but if the salesman can show them something better, we then consider that a matter of salesmanship."

"My clerks sure have instructions to hand out the exact article that it wanted, provided we have it; otherwise we tell the people we have not what they ask for. We also inform them that we have another article that is very similar, and that we think of a superior quality, and we ask them if they will look at it. Then we make every effort to make our sale, but we first tell them we do not carry the article called for, and by so doing, we do not misrepresent to our prospective customers."

"We favor advertised articles because they require less time to sell, people being familiar with them, and our clerks have instructions to deliver exactly what is called for. First, because the patron is supposed to know what he wants. Secondly, the patron knows what it will cost. Thirdly, he is familiar with the fact that an advertised article is, in the vast majority of instances, an article guaranteed to give satisfaction."

"Advertised articles that allow us a fair margin of profit are always given room and nothing is said against same, but where price is prohibitive or more than \$2, \$4 or \$8 a dozen for 25c., 50c. and \$1 preparations, we have very little time for, and no good word for, any of these over-priced articles. Push none of these articles unless given exclusive sale for our city, then we spend even our own good money to advance sale on same."

"We believe that the advertised article is the one to sell. It requires less talking on the part of the salesman and when a customer asks for an article and receives same the dealer is exonerated in case of dissatisfaction. The manufacturer can take care of himself. If his product is not up to all that is claimed for it, he will soon discover the fact and remedy it."

Here are portions of a reply which contradicts itself somewhat:

"National magazine advertising by the manufacturers is a big help to the dealer. Just to illustrate I will tell you how we keep in harmony with it: When a big double page comes out in the *Saturday Evening Post*, we make a window trim along the same lines and paste a copy of the *Post* on the window, then have several extra copies on the inside of the store, as we want to do everything we possibly can to connect our store up with that advertising."

How this man can reconcile the foregoing statement with the following, we do not know, but this is what he goes on to say.

The portion of his reply quoted above would be beautiful if he didn't end up with the following. Possibly he means he pushes what he has in stock and knocks everything else:

"Our attitude toward advertised articles, I would say, is not particularly friendly. For instance, with our immense stock, we carry no Japalac, Chi-namel, Liquid Veneer, and similar goods which are so largely advertised. While we get various calls for them, we exercise salesmanship. 'We have a right quality product for every purpose,' and if anyone will convince me that it is good policy to go out of our line and put into our stock everything that people ask for, then I will think I am wrong, but the fellow that does that will certainly have to go some. I don't consider that it takes an organization of salesmen to hand out advertised articles over the counter that are asked for by the trade—especially in our line of business. From our standpoint we rely on salesmanship, and the quality of our line. We can put confidence in it because we know where it stands above all others, and thus we are not simply a clearing house for everybody's merchandise. I contend that it would not take a salesman to wait on any lady and sell her Japalac. We could simply have a bunch of receiving phonographs and working dummies which could take care of a proposition of this kind, and not lose a sale out of fifty, either."

"It is quite necessary in business of this kind to cater to advertised articles; however, it goes against the grain to do this, as we find that advertised articles are the footballs used to-day by the retail trade. I could name a hundred, among them Mennen's Talcum Powder, Colgate's Toilet Articles, Bissell Carpet Sweeper. Our clerks do not have instructions to hand out exactly what is asked for. We make it a point in some sections of our store to purchase something as near the article advertised as possible, which is just as good, and upon the sale of which we can make more money. For instance, instead of buying a famous dental cream at \$2 per dozen, that is sold the city over at 19c., we buy another kind at the same price and sell it for 25c., instructing the clerks to sell the latter article any time the advertised one is asked for, or the one in question, but if the customer refuses the unadvertised article, not to lose the sale, but to give her the one asked for."

Smith Patterson Co., Boston, Mass., (high grade retail jewelers) write as follows:

"We think it would be better for all dealers in our line if the manufacturer regulated the prices at which his commodities should be sold, providing that he saw to it that the prices were not cut, and if they were cut that he hon-



estly tried to keep his wares from getting into the hands of people who did cut prices, which we believe can very generally be accomplished, if the manufacturer is honest in his desire to prevent his goods from being sold at cut prices.

"Printed matter, signs, window displays, etc., we do not think are usually very effective, as furnished by the manufacturers. We do not believe it is worth to the manufacturer what it costs. Matter of this kind in our store is practically always wasted. It is seldom used and even when used, we usually feel that we can do better ourselves in furnishing what is wanted. So far as we are concerned we should advise the manufacturer to cut out cross-road jewelers whose sales are very limited. We do believe this money can be spent better in increased magazine and newspaper advertising.

"The Oneida Community as an illustration, have built up and forced the sale of their line of goods largely through their good national advertising. 1847 Silverware and the Gorham wares have also been largely helped in the same way. We are not interested in receiving newspaper cuts from manufacturers and practically never use them. House-organs or magazines published by manufacturers are not, as a rule, helpful to us. We believe most of the money would be better spent by national advertising through the regular mediums.

"We consider the greatest obstacle preventing thorough co-operation of the manufacturer with the dealer is lack of acquaintance by the manufacturer with his trade, and for that reason, lack of knowledge of the conditions surrounding his customer. A better acquaintance with his trade will enable him to understand the wants, and the customer to understand the policy of the manufacturer.

"Our attitude toward advertised articles, providing the prices are maintained to show a reasonable profit, is always to work with the manufacturer. Our clerks do give the customers what they ask for.

"We are glad to give you our views on the subject, as our business is a wholesale business, as well as retail, and we realize fully that our customers, as well as ourselves, must make a reasonable profit on the goods, or we will take a loss in the end, and feel that if the manufacturers do not, in some way, see that their goods pay the retailer a reasonable profit and that their prices are maintained, then, inevitably, in a large percentage of cases, there will be a loss to them and to us in the end, as the customers cannot make a success of the business."

Gimbel Bros., Philadelphia, Pa., (large department store) write Iowa (hardware), write as follows:

"Manufacturers are being advised badly, and retailers are being abused (as substitutes) to back up the bad advisers.

"National advertising does not make

many direct sales in retail stores—but it makes the goods easier to sell.

Probably not one woman in two hundred will ask for a Bissell Sweeper, but any woman buys a sweeper in more confidence—and buys it more quickly—if Bissell is on it.

"National advertising is seed. Local advertising or sales-people's naming the goods to shoppers is the good weather that makes the seed grow to a harvest.

No store need stock advertised goods; broadly speaking, and, exactly speaking, no store need stock competing lines.

"Manufacturers must see to it that goods yield retailers ample profit. If a store is poorer after each sale any line of goods can 'go hang'—and the store will sell goods that do pay.

"I am sorry for a manufacturer whose advertising is so illy advised or badly done that he must withhold to pay bills money the retailer should have as profit. He's ticketed for the toboggan.

"Printed matter from mills is seldom displayed in big city stores—it is loved by the country dealer. Know your field."

Abbott & Son, Marshalltown, Iowa, (hardware) write as follows:

"In all the ten questions that you have asked me, it boils down to the one thought, the one consideration, the one great business slogan; that is, the personality, ginger and judgment of Mr. Retailer himself.

"The manufacturer, jobber and retailer have built the present competition, never for one moment realizing fifteen and twenty years ago what this infant would develop into.

"Now they are up against the proposition of satisfying the retail merchant by trying to make their brains run his business. This is an impossibility.

"Yes, all window signs and displays, printed matter, etc., are good, but I firmly believe that 75 per cent are wasted. Why? The advertising departments are too liberal with the postage and the mailing list before getting into active touch with a prospective customer. Find out from the customer whether he is ready to consider a proposition, then go after him with the advertising.

"If we attempted to preserve in our office all the supplies that come by mail we would have to own a quarter of a block for storage purposes.

"Newspaper cuts are splendid in advertising. Home journals and magazines are also a splendid way of introducing specialties.

"We don't any of us know how far advertising is beneficial. The best advertising in the world is:

"1st. Personal visitations, by special agents.

"2nd. Personal letters under sealed postage.

"3rd. Live newspaper stuff.

"The only thing that will bring the manufacturer and dealer closer together is for the manufacturer to know the retailer. The statement was made to me about one year ago, by an Eastern manufacturer, that he was surprised

Dealer's Co-operation is a certain and simple proposition to the manufacturers using the profit-sharing plan of the National Premium Clearing House. Particulars on request.

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**THE JOHN NEWTON PORTER CO.**

JOHN NEWTON PORTER, President

253 BROADWAY

NEW YORK CITY, N. Y.

**THE LOCAL DEALER**

appreciates local advertising by the manufacturer. It stimulates a demand for the product in his territory—brings more people to his store and means greater sales for him. The manufacturer naturally benefits.

**The**  
**News-Leader**

of Richmond, Virginia

covers Richmond and vicinity more thoroughly than any other medium. It is the logical advertising medium for the manufacturer desiring a proper distribution in this vicinity.

Kelly-Smith Co.  
220 Fifth Avenue,  
New York City.

Kelly-Smith Co.  
People's Gas Bldg.,  
Chicago, Ill.

that it cost any retailer over 10 per cent to do business. Imagine such ignorance on the part of a man who has made a great success in manufacturing goods. He could not see why any retailer should even expect 25 per cent profit on his line of stuff. How many manufacturers do you think are in close touch with the distributors of their goods? And again, how many retailers are there that know what the goods cost them? The same energy spent in close application to business that is now wasted in calamity howling would bring great success.

"We have many meetings of our clerks. We talk over the line of goods with them. We recognize the importance of their suggestions. We throw responsibility on their shoulders. We allow them to buy certain lines of goods and when these goods are sold they know how to talk them.

"There is a conference coming between the manufacturer, jobber and the retailer. They are all to blame, and they must get together on the broad ground of protection to each, as well as profits.

"Ninety per cent of the hardware sold is through the direct channels of retailing. Then why should 10 per cent of this be done by smugglers, to the detriment of the other 90 per cent?"

Mr. George B. Evans, Philadelphia, Pa., (one of the biggest retail druggists in the country) writes as follows:

"I believe it would be better for everybody if the manufacturer regulated the retail price of his commodity. I do not believe that printed matter, signs and window displays are very valuable. They do not begin to be worth as much as they cost. Practically all of this matter that comes to our five stores is wasted. Manufacturers should not send this matter to stores unless the stores desire it and promise to use it.

"I believe the amount of money spent on these signs, etc., could be spent to better advantage in increased magazine or newspaper advertising.

"I believe that the great number of signs, etc., that are sent out should be distributed under management of a man who understands thoroughly the making of window displays, and that the owner of the store should be reimbursed if necessary, to get a good display in the window. The window should be dressed with only one article or the several articles of the one manufacturer.

"We are not interested in receiving newspaper cuts from manufacturers and do not use them. House-organs publishing expense could be better spent on magazines, newspapers, bill boards or street cars.

"The greatest obstacle preventing co-operation between the manufacturer and the dealer is the failure to prevent cutting the prices.

"Our clerks are instructed to hand out exactly what is asked for. No commissions are paid and we believe it is better to give the people what they want and have them come back than try to sell them something they do not want."

Angelo Furniture & Undertaking Co., San Angelo, Texas, write as follows:

"We try to run our business on aggressive plans and co-operate with the manufacturer at all times. For we believe without such co-operation neither the manufacturer nor the retailer will obtain the desired aim in selling more goods and getting better profits.

"Replying to question No. 1, we believe that it would be better if the manufacturer regulated the price at which his commodity should be sold, providing said manufacturer would allow legitimate profits to the dealer. This should be done in a manner that should be equal to all, and the only way in which it could be done would be for the manufacturer to sell his goods f. o. b. the dealer's city. In substantiating this argument we refer to the Hoosier Mfg. Company, manufacturers of cabinets; The Globe-Wernicke Company, manufacturers of sectional book-cases; and The Sealy Mattress Company. It is to be understood if the manufacturer sells the goods in this manner, it gives the dealer at the remote points an opportunity to compete with the dealer in the larger city, where possibly the freight rate is considerably less.

"(2) We do believe that printed matter, signs and window display cards furnished by manufacturers are most useful and effective.

"(3) We do know what printed matter is worth to us, but not being familiar with the cost cannot say as to its value to the manufacturer.

"(4) Yes, some of the printed matter is wasted in our store. It is not the manufacturer's fault and he could not eliminate this waste. It is our own carelessness in not taking better care of it.

"(5) We do not believe that the amount of money spent in printed matter, window displays, signs, etc., could be spent to better advantage in increasing magazine or newspaper advertising. For the reason that where dealers have good show windows and dress them in an attractive manner it causes the shopping public to stop and inspect its contents, and any neat signs, window display cards, or printed matter placed in the window will be read with interest, and call directly their attention to the particular line displayed, which causes the consumers to fix in their minds this particular brand, and if they are impressed with the goods they will call for them when they are purchasing. Directly these windows reach more of our customers and appeal to them more directly than do the national magazine advertisements.

"(6) We are interested in receiving newspaper cuts from manufacturers, and do use them in our local newspaper advertising.

"(7) Yes, the house-organs and magazines published by manufacturers are most helpful. For the reason that they bring out the particular advantage that their line has over the other lines of similar character, which enables the local dealer to bring out in his newspaper advertising these advantages.



which he probably would not otherwise be familiar with should he not receive these publications.

"(8) No, we do not think that the money spent in publishing such magazines could be spent to better advantage in some other way. For reasons given in answer to question No. 7.

"(9) We consider the greatest obstacle of thorough co-operation of manufacturer and dealer the percentage of profit. If any manufacturer will show that his line will sell and produce a greater profit to the dealer on an established price basis, that one thing will bring them together quicker, for it's the dollar that the dealer is looking for.

"(10) We think our attitude regarding advertised articles has been well expressed in answers to the former questions. Our clerks are instructed, and we know that they do co-operate in trying to sell advertised goods. For the reason that when we place an article of this character in one home it leads to a sale of the same article in another home.

"Our attention has been called to a bill now being introduced in Congress to do away with the maintenance of a thorough price system on patented and trade-marked articles. We sincerely hope that this bill will be defeated, and we hope that your association will take steps to see that it is defeated."

In connection with this dealers' work, the Committee had occasion to write a number of persons who might be considered authorities on the subject. One of the replies received consisted of a most interesting letter of twelve pages from a gentleman having charge of the members' advertising service of a large national retail merchants association.

This letter so aptly pointed out the many difficulties and faults, and further offered suggested remedies that it seemed worth while to present this gentleman's opinions to the association. This we have endeavored to do by condensing the letter somewhat and retaining the facts and opinions as expressed by him. It reads as follows:

"Much national magazine advertising is not to educate the consumer but to stock the dealer; the demand that it will create is exaggerated; the manufacturer often fails to lend the necessary selling assistance to enable the dealer to properly connect with it.

"Often proposed national advertising is never carried out. Results—dead stock on the dealer's hands; the dealer is convinced that advertising is a failure and resolves never to be caught again; the manufacturer gets no repeat orders and both lose.

#### UNFAIR EXCLUSIVE SALE METHODS

"Often a dealer is induced to stock a

new line on an exclusive sale basis; after the dealer has built up a strong demand the manufacturer will raise the price; or perhaps he may announce a change of policy, cancel exclusive privileges and place his wares in the stores of competing dealers.

After dealer with exclusive sale privileges has built up a strong local demand for his products, manufacturer places identical goods under a different name in competing stores.

"Manufacturer's advertising and selling arguments often embrace absolute guarantees or the language used is so strong as to amount to such. The dealer acts in good faith, puts out the goods on the terms indicated and is then left to take care of the comebacks as best he can.

"The compartments of a fireless cooker were lined with tin, backed up by a positive guarantee from the manufacturer not to rust. Dealers all over the country, however, soon received complaints regarding rusting and in many cases were compelled to take back the cookers and refund the money. When asked to "make good" the manufacturers said that they bought the tin on the strength that it would give satisfaction and as they had no recourse on the sellers, the only thing they could agree to do was to repair the stoves if the dealers would return them prepaid and pay the exact cost of the material used in making the repairs.

#### PRICE MAINTENANCE—MAIL ORDERS

"Dealers claim that the difference between the net cost and the resale price is often too small to permit of a fair profit; that net prices are frequently advanced without change in resale figures; that manufacturers while holding them strictly to price maintenance permit mail-order houses to make material reductions.

"A certain percolator costs the dealer \$3.75 and has a resale price of \$4.50, yet mail-order houses sell it at \$3.00.

"A well-known safety razor with seven blades sells at \$1.00, the same razor with twelve blades is sold by a mail-order house at the same price. A dealer sent in an order for the same quantity as taken by the mail-order house and at the same price; to the order was attached bank and other reference as to his financial responsibility; the order was not accepted.

"A dealer bought a dozen old-style razors of a certain trade name, through a premium mail-order house for \$1.00 each; the same razor sold through dealers cost \$2.50. He advertised them for sale at \$1.50. Within a week or ten days an investigator of the manufacturer was on the ground. He asked the dealer if he did not know that \$2.50 was the uniform price for the razor and that the "law would be put on him" for his breach of contract.

"The dealer replied that \$2.50 was not the uniform price in his community as the mail-order price was \$1.00, that he had purchased no razors from the manufacturer and consequently was subject to no resale contract.

#### WHY PRIVATE BRANDS ARE POPULAR

"Manufacturers compete with dealers by selling to contractors, contractors'

## The All Big-Gun Battleship

Power, force, effectiveness, are obtained by **big single units**. The "Dreadnaught" revolutionized the navies of the world.

The betting fraternity have a proverb that "the good big man always beats the good little man." In men, in fleets, in commerce, and in **advertising** this rule holds good.

Big single units of circulation are invariably the most productive for Advertisers. This fact has been proved time and again by Advertisers who depend upon direct returns.

FARM PRESS is a big single unit of agricultural circulation. It is now reaching more than **325,000** farmers every issue and its circulation is concentrated in the world famous "Corn Belt."

FARM PRESS is an Advertising "Dreadnaught" that pays handsomely on any advertising that appeals to farmers living in the rich Northern Central States.

## FARM PRESS

Duane W. Gaylord, Adv. Mgr.

### CHICAGO

Wm. H. Hogg, Eastern Rep.  
225 Fifth Ave., New York

employees and others at the same price charged the dealers.

"Mail-order catalogues quote prices below dealers' purchase figures.

"Dealers contend that it is purely in self-defense that they are forced to take up private brands.

#### ADVERTISING ASSISTANCE THAT FAILS

"Manufacturer sends out advertising matter on lines not handled by dealer.

"Manufacturer often sends out many times the quantity a dealer can use of a piece of printed matter.

"Frequently advertising matter and electros are sent without first learning if they can be used or without the least understanding of local conditions.

"The dealer asks for a circular or folder covering a specific subject and receives printed matter relating to one entirely foreign.

"Occasionally the dealer receives duplicate cuts of a manufacturer's general advertising featuring the manufacturer's name, and directing the reader to write him for full information concerning the subject advertised, and with no mention whatever of the dealer's name.

"To a request for newspaper cuts, duplicates of fine-screen half-tones are sent.

#### REMEDIAL SUGGESTIONS

"1. The dealer has a right to expect from the manufacturer such advertising assistance as will arouse the interest of the people of his community and bring them to his store.

"2. The manufacturer should remember that the dealer's attention cannot be concentrated specially on his lines, and that to a very large extent, plans for the local sale of his products must originate with himself.

"3. Copies of complete selling arguments for dealer and clerks should accompany every shipment of goods. Interesting letters or booklets containing brief and pointed sales suggestions can be sent out from time to time not confined entirely to the manufacturer's own line but applicable to merchandise in general.

"4. Manufacturers' advertising assistance should express the view-point of the dealer and represent the dealer's store and be of such character that it can be used with credit and profit to the dealer. This advertising assistance should not be limited to the manufacturer's own lines, but should be broad enough to cover the dealer's business as a whole. The dealer should be consulted as to his advertising methods, a working knowledge of his local conditions obtained and the advertising made to really fit his needs. Printed matter should be furnished in such quantity as the dealer can use.

"Manufacturers' window displays should not monopolize the whole of dealer's window space.

"5. Exclusive agency contracts should not be cancelled when a good demand has been created, nor should the manufacturer take advantage of what the dealer has accomplished to increase prices.

"6. Wherever possible, manufacturers should establish uniform resale prices and insist on their strict maintenance. Such prices should be not only fair to

the consumer but the net price to the dealer always such as to enable him to make a liberal profit.

"7. When force of circumstances compels the dealer to sell under actual cost to himself, manufacturers and jobbers should share loss and help remedy the cause.

"8. As the chief outlet for the manufacturer's goods the dealer is entitled to the lowest prices. Is it fair for manufacturers, because of quantity purchases, to give the mail-order houses the benefit of such prices and terms as to enable them to undersell the dealer?

"9. Manufacturer's salesmen should take orders only for such goods as can be handled with profitable results.

"10. The manufacturer should stand behind the dealer to the extent of taking back unsatisfactory goods.

"Here at the executive offices of the National Retail Hardware Association we are certainly glad that your organization is taking up this work. Such careful investigation as you will give the subject cannot fail to produce worthwhile results.

"Of course, existing conditions cannot be changed instantly; time is necessary to a complete understanding of the causes for the lack of harmony and unity of effort; and still more time will be required in bringing about that perfect co-operation so much to be desired.

"Naturally the National Retail Hardware Association is as anxious as you to bring about these changes. And while we are working primarily in the interest of our members, and from the dealers' view-point, yet we think we are able to see and discuss the problem in a practical rather than a purely selfish way.

"One of the purposes of our new advertising service is to more effectively link up the stores of our more than 14,000 members with the trade-named lines and national advertising of the manufacturers; the special editions of our dealers' catalogue featuring not only specialties which have an established reputation, but also the newer lines seeking public favor through extensive advertising and otherwise. Throughout the pages the consumer sees the same familiar pictures shown in manufacturers' general advertising; he is given good reasons for buying, and his attention is directed to the store of the dealer as the place to buy. Emphasis is placed on the wisdom of home-trading, guaranteed quality, the importance of seeing before buying, prompt and efficient store service, certainty of satisfaction, etc. And by furnishing these catalogues to members at actual cost to the association, it seems to us we have opened the way for both dealers and manufacturers to more effectively 'cash in' on the general advertising of the latter."

#### CONCLUSIONS

This canvass among members, dealers and publishers has made it evident that it is up to the manufacturers as much as to the dealers, and probably more so, and we believe that if manufacturers will bear in mind the points

READERS of

# The International Studio

own homes of an  
extremely high  
quality.

They are  
cultured, well-to-do  
people, and the  
appointments of  
their homes are  
selected accordingly.

They can afford  
the best, whether of  
automobiles, furniture,  
decorative objects,  
or other forms of  
luxury.

\$120 a page.

120 West 32d Street  
New York City

# VOLUME OF ADVERTISING IN LEADING FARM PUBLICATIONS FOR AUGUST

(Exclusive of Publishers' Own Advertising.)

The following figures, with the exception of those indicated by asterisks, are taken from the reports compiled by the Washington Press Bureau.

## WEEKLIES.

	General and Class Adv.	Live Stock and Classified Adv.	Total.
*Family Herald & Weekly Star (Montreal) ..	45,395	23,345	68,740
Breeder's Gazette .....	30,779	28,103	58,882
Farmer's Mail & Breeze .....	47,475	10,928	58,403
Iowa Homestead .....	44,517	12,704	57,221
Hoard's Dairyman .....	36,484	15,180	51,664
Wallaces' Farmer .....	36,390	6,143	42,533
Indiana Farmer .....	28,089	8,857	36,946
*Country Gentleman .....	29,852	5,736	35,588
The Farmer .....	27,919	6,133	34,052
Farmer & Stockman .....	26,483	6,980	33,463
Kansas Farmer .....	24,055	9,167	33,222
Ohio Farmer .....	30,523	2,051	32,574
Farm & Ranch .....	27,031	3,977	31,008
Farmer's Guide .....	21,860	8,510	30,370
Wisconsin Farmer .....	28,342	1,953	30,295
Michigan Farmer .....	26,713	2,261	28,974
*Orange Judd Farmer .....	24,710	3,142	27,852
National Stockman & Farmer .....	23,026	3,211	26,237
20th Century Farmer .....	23,708	2,340	26,048
Rural New Yorker .....	23,505	2,072	25,577
*Missouri Ruralist .....	18,052	7,201	25,253
Wisconsin Agriculturist .....	21,354	3,898	25,252
N. W. Agriculturist .....	23,829	778	24,607
Progressive Farmer .....	17,336	6,252	23,588
Nebraska Farmer .....	18,319	3,005	21,324
*New England Homestead .....	17,912	2,856	20,768
*American Agriculturist .....	15,526	5,224	20,750
Farmer's Review .....	20,182	249	20,431
*Northwest Farmstead .....	14,487	1,895	16,382
Farmer & Breeder .....	7,956	3,587	11,543
Iowa Farmer .....	11,378	154	11,532
Practical Farmer .....	7,771	446	8,217
Farmer's Voice .....	3,112	297	3,409

In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month.

## SEMI-MONTHLIES.

*Dakota Farmer .....	23,458	.....	23,458
Farm, Stock & Home .....	22,203	381	22,584
Kimball's Dairy Farmer .....	13,603	4,687	18,290
Farm & Fireside .....	16,241	.....	16,241
Prairie Farmer .....	12,238	2,094	14,332
Southern Ruralist .....	12,863	984	13,847
*Farm & Home .....	13,839	.....	13,839
Up to Date Farming .....	12,661	319	12,980
*Oklahoma Farm Journal .....	10,941	530	11,471
Southern Cultivator .....	1,025	876	9,101
Illinois Farmer .....	8,612	114	8,726
Farm Progress .....	8,377	131	8,508
*Farm Magazine .....	7,999	396	8,395
Home & Farm .....	5,837	134	5,971

## MONTHLIES.

Nebraska Farm Journal .....	10,961	1,172	12,133
Successful Farming .....	7,085	.....	7,085
Missouri Valley Farmer .....	6,069	300	6,369
Farm Journal .....	5,572	35	5,607
*Arkansas Homestead .....	5,126	.....	5,126
Agricultural Epitomist .....	4,969	105	5,074
*Farm Press .....	4,194	.....	4,194
Farm News .....	3,807	.....	3,807
*Farmer's Wife .....	2,975	.....	2,975

# SUCCESSFUL FARMING

**600,000**  
Circulation  
Guaranteed



**Advertising**  
Rate  
**\$3 per line**

## No Duplication

There are 2,423,639 farms in Successful Farming's territory. They are worth over \$24,000,000,000, or on an average of about \$10,000 per farm, including buildings, live stock and implements, as against a general average of \$6,444 per farm for the entire country.

If you use Successful Farming with 600,000 circulation in the North Central States, you reach one farmer in every four in the "GREAT AGRICULTURAL WEALTH PRODUCING HEART OF THE COUNTRY" without any duplication.

There is no other publication or combination of publications through which you can reach the same number of farmers in this territory without duplication.

If your plans for the coming season have not included Successful Farming, we are firmly of the opinion that the foregoing facts justify, if they do not demand, a change in your plans.

## SUCCESSFUL FARMING

E. T. MEREDITH, Publisher

DES MOINES, IOWA

"DEFINITE DATA" is the title of a 48 page book prepared by the advertising department of Successful Farming for the purpose of helping advertisers and advertising agents to plan their campaigns among the farmers of the North Central States with all the facts before them. If you have not received your copy, send for it.

brought out in this report that a closer spirit of co-operation and harmony can be secured.

Of course, it would be difficult for the association as a body to do anything which would immediately change conditions, and as in almost any line of improvement, it is up to the individual to make his own bed.

By bearing in mind the wishes of these dealers, and working to them as far as possible, we believe any manufacturer can establish a closer bond of friendship and business relations.

The things which this committee has gathered may be utilized in a variety of ways, two of which have impressed themselves as being most practicable, as follows:

No. 1.—The publication of some of the matter from dealers, in **PRINTERS' INK** and other advertising publications, and perhaps the publication of a part or all of the report if the association wishes to make it public.

No. 2.—The printing in pamphlet form of this entire report for the use of members.

Inasmuch as this work has so emphasized the lack of mutual co-operation between manufacturer and retailers and the causes thereof, the committee suggests that a conference of manufacturers and representative retailers be held each year under the auspices of the Association of National Advertising Managers. A meeting of this sort bringing together the manufacturers and the retailers would, if properly handled, furnish some very interesting information, and make for a much better understanding all around. This would not be a trade convention, or anything of the sort. It would be conducted under the auspices of the association for business purposes, and for business only.

The only people we would want to attend are the dealers who would give us intelligent information, and there should be enough live and wide-awake retailers who would be only too glad to match their time against the time of any representatives which the association might care

to delegate to confer with the dealers.

It is not something which could be decided off-hand, as some little preliminary work will be necessary, such as determining the method of choosing dealers' representatives and ascertaining as to whether or not they would be willing to attend such a meeting. The committee recommends that a committee be appointed to take this matter in charge and prepare a plan of operation.

#### TO ADVERTISE PITTSBURGH

An all-steel train, known as the "Made-in-Pittsburgh" train, left Pittsburgh September 9 at midnight on a trip of some 5,000 miles into eighteen states and thirty-six cities of the Central states and Southwest, carrying exhibits of local manufactured products under the auspices of the Pittsburgh Chamber of Commerce. More than 100 business men took the eighteen-day trip.

Practically every inch of the special train is the product of local plants. The axles, wheels, bell, boiler, tubes, valves, and rods of the locomotive bear brass labels of the plants producing them. The same is true of the cars. Four sixty-foot steel cars will be used en route as exhibition halls and moving picture theatres to show the industrial side of Pittsburgh. A four-page newspaper will be published on the train every day.

The following is a list of the exhibitors: Bell Telephone Company, Braeburn Steel Company, Carnegie Steel Company, Duff Mfg. Company, Follansbee Brothers & Co., Heeren Brothers Company, Joseph Horne Company, W. L. Hughes Company, C. G. Hussey & Co., Jones & Laughlin Steel Company, W. W. Lawrence & Co., Lutz & Schramm Company, National Electric Shoe Shining Machine Company, Pittsburgh-Buffalo Company, Pittsburgh Industrial Development Commission, Pittsburgh Lamp & Brass Company, Pittsburgh Steel Company, Pittsburgh Sanitary Mfg. Company, Pittsburgh Visible Typewriter Company, Safety Armorite Conduit Company, Standard Chain Company, Western Forge & Tool Company, Western Union Telegraph Company and Wolfe Brush Company.—*The Iron Age*.

#### ORANGE JUDD WON BASEBALL CHAMPIONSHIP

The Orange Judd team won the championship of the Chicago Advertising Baseball League, which came to an end on September 7. Before the last game the Orange Judd nine and the one representing the Chicago Advertising Association were tied for first place. Other contenders for the championship were *Home Life Magazine*, the Abbott Press, Lord & Thomas, the O'Shaughnessy Advertising Agency, the Mahin Advertising Company and the *Chicago Tribune*.

# The Open Door to Canada

The increase of population and the development of the Canadian Provinces during the past few years have been remarkable. The natural result has been the present enormous volume of trade between the United States and the Dominion, and yet the interchange of commodities is only in its infancy. Each year adds to its volume and value, and the wide-awake American manufacturers reaching out for new markets are keeping in close touch with this situation.

## BIG CANADIAN GRAIN CROP

Estimates carefully prepared by experts for the Grand Trunk Railroad Company place the total 1912 crop as follows:

Wheat, 10,584,000 acres; at 17 bushels per acre, 179,828,000 bushels.

Oats, 5,245,000 acres; at 42 bushels per acre, 220,290,000 bushels.

Barley, 1,500,000 acres; at 32 bushels per acre, 48,000,000 bushels.

Flax, 1,111,000 acres; at 11 bushels per acre, 12,210,000 bushels.

The total wheat crop last year was 177,109,000 bushels, so that this year's estimate places the yield at between 2,000,000 and 3,000,000 bushels in excess.

## The Family Herald and Weekly Star

represents the open door to Canada to the American manufacturer whose trade-marked commodities are distributed throughout the small towns and rural districts of English Canada.

## The Family Herald and Weekly Star

covers each of the nine Provinces thoroughly, reaching more than 97 per cent. of the post-offices and every fifth English-speaking rural family in Canada, while its circulation each week is more than 100,000 greater than that of any other publication of the same class in Canada. Circulation over 140 000 copies each week, guaranteed.

THE FAMILY HERALD & WEEKLY STAR is the great merchandizer of rural English Canada. Rate, effective October 1st, 1912. 25 cents per line flat, run of paper service. An interesting folder showing distribution by Provinces and counties sent any interested advertiser on request.

## The Family Herald and Weekly Star Montreal, Canada

Eastern United States Rep.,  
Dan A. Carroll, Tribune Bldg.,  
New York City.

Western United States Rep.,  
W. Y. Perry, 1st Nat. Bank,  
Chicago, Ill.



## WHERE CLASSIFIED RATES ARE LISTED

Norhoff, Cal., Sept. 7, 1912.

*Editor of PRINTERS' INK:*

We are trying to buy a directory so we can get the classified rates of various papers, etc., in the United States and Canada, where we intend to advertise this fall. Understand this is no scheme to do business direct, but only to tell where we can find the papers to do business with, so we can make up a list. We would like to know where we can get such a directory at once. We care nothing for display rates as we use very little but classified.

SPENCER APPIARIES COMPANY.

There seems to be quite a demand for lists of rates similar to those requested by the California company. A large number of rates which should prove helpful in arranging a classified campaign will be found in the Newspaper Rate Book published by Nelson Chesman & Company, of St. Louis. The price of the book is five dollars.

The Charles H. Fuller Company, of Chicago, is at work on the 1913 edition of the Advertisers' Directory in which classified rates will be included.

Classified advertising has grown to be a highly specialized branch of the whole advertising field. Some agencies, such as the Rudolph Guenther Agency, of New York, quote rates applying to lists made up of from ten to 100 publications. These lists are arranged to cover particular sections of the country and embrace class publications.—[Ed. PRINTERS' INK.]

## SPEAKERS SELECTED FOR NEW YORK ADVERTISING COURSE

The eighth annual course in the theory and practice of advertising at the Twenty-third Street Y. M. C. A., New York, will open on the evening of October 9.

The various speakers—and the topics already assigned to them—include, George H. Perry, advertising counsel, on the preparation of copy; Gerald B. Wadsworth, president of the Eastern Division A. A. C. of A., on determining the character of copy; J. M. Tilden, secretary of the American Sanitary Works, on psychology and common sense in advertising; Earnest Elmo Calkins, of Calkins & Holden, on building a selling campaign; Walter B. Cherry, advertising manager of the Merrell-Soule Company, Syracuse, on the carrying on of a national advertis-

ing campaign; R. A. Holmes, sales and advertising manager of the Crofut & Knapp Company, on getting results from national advertising; Robert Tinsman, of the Federal Advertising Agency, on the merchandising policy behind the advertising plan; Ingalls Kimball, president of the Cheltenham Press, on type in its relation to advertising; C. D. Jacobs, a paper man of much experience, on some of the things advertisers should know about paper; M. P. Gould, president of the M. P. Gould Company, on the selection of mediums; O. C. Harn, advertising manager of the National Lead Company, on circulation analysis; James Wright Brown, president of the *Editor and Publisher* Company, on newspaper advertising; W. H. Taylor, president of the David Williams Company, on the importance of the trade paper; Herbert S. Houston, vice-president of Doubleday, Page & Company, on magazine advertising appeal; O. J. Gude, president of the O. J. Gude Company, on outdoor advertising; Rudolph Guenther, on mail order advertising; Frank H. Little, of the George Batten Company, on the functions of an advertising agent; Richard H. Waldo, advertising manager of *Good Housekeeping* magazine, on co-operation; Robert Wentworth Floyd, of the *Woman's World*, on advertising and its relation to sales departments; Henry D. Wilson, advertising manager of the *Cosmopolitan Magazine*, on the man who succeeds as a solicitor; Colonel Eugene L. Markey, of the Cox Duplex Printing Press Company, on successful solicitation; LeRoy Fairman, editor of *Advertising and Selling*, on some of the reasons for advertising failures; Thomas E. Dockrell, on personality and advertising efficiency; Alfred W. McCann, advertising manager of Francis H. Leggett & Company, on advertising responsibility.

## CHAMBER OF COMMERCE BOOSTS BOSTON ADVERTISING COURSES

The Boston Chamber of Commerce is taking an active interest in the support of courses on commercial and business methods to be given in Boston.

One of the courses is on commercial organization and business method, given by Paul T. Cherington, of Harvard University. This course studies the principles, rather than the technique, of buying and selling. It is designed to be of special value to buyers, purchasing agents, advertising men, sales managers, salesmen, office men in selling houses, and others engaged in buying and selling merchandise. To them it offers an opportunity to examine the everyday processes of purchase and sale in the light of their place in the whole field of product distribution.

The second course is designed to be of practical value to hundreds of young men and women in the employ of members of the chamber, and to whose notice its advantages should be brought. It is on the principles of accounting and will be given by William M. Cole, of Harvard University, who gave the same course last year.



## You Can't Reach the Farmers

Unless You Use

## "The Million-and-a-Quarter List"

	Guaranteed Circulation	Line Rate
Successful Farming.....	600,000	\$3.00
Farm, Stock and Home.....	105,000	.40
Southern Ruralist.....	150,000	.75
Kimball's Dairy Farmer.....	100,000	.50
The Fruit Grower.....	100,000	.50
The Gleaner.....	100,000	.50
Green's Fruit Grower.....	125,000	.50
Inland Farmer.....	58,000	.25
Western Farmer.....	30,000	.15
	<b>1,368,000</b>	<b>\$6.55</b>

## Foremost Farm Papers Have 5,472,000 Readers

There were 6,361,502 farms in the United States in 1910, an increase of 10.9 per cent over 1900, according to the Census Bureau.

The value of these farms and equipment is \$40,991,449,090, an increase of 100.5 per cent in ten years.

The rural population of this country in 1910 was 49,348,883, or 6,725,500 greater than the dwellers in cities and towns. Also, the country folk showed an increase of 4,963,953 in ten years.

Now, Mr. Advertiser, you can understand why it is necessary to use "The Million-and-a-Quarter List" to reach the Best Buying Farm Homes.

Write for rates and detailed circulation.

**J. C. BILLINGSLEA**  
Western Representative  
816 First National Bank Building,  
CHICAGO

**A. D. McKINNEY**  
Third National Bank Building,  
ST. LOUIS, MO.

**A. H. BILLINGSLEA**  
Eastern Representative  
1 Madison Ave.,  
NEW YORK

**R. R. RING**  
Globe Building,  
MINNEAPOLIS, MINN.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Philadelphia Office: Evening Bulletin Building, THEODORE E. ASH, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$50; half page, \$25; quarter page, \$12.50; one inch, \$4.20. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, September 26, 1912

**Development of Employees** One of the biggest manufacturing houses in its line has been losing some of its best men. They tell their friends why.

"It's another case of 'second generation,'" one says. "The old man worked hard and intelligently to put the business where it is to-day. He knew that he could not do it alone and he gathered around him a strong body of assistants, gave them responsibility, encouraged them and rewarded them for original thinking.

"Now comes the son, who thinks he is the whole thing but is jealous of any one's else ability. When any one else develops an idea, he scoffs at it or receives it with indifference. If it does get through to him he will use it without giving credit and oftentimes with modifications that prove to be fatal.

"Nobody is going to stand such nonsense for long. That's why he is losing the old men that have been as loyal to the busi-

ness as if it were their own, and why it's going to be harder and harder for him to get good men to stay with him. You tell me how long he's going to keep that up and I'll tell you how long the business is going to last. It'll take a lot to kill it, but the 'bigger they are,' as old Bob Fitzsimmons used to say, 'the 'arder they fall!' The probability is that he will go first."

The theory of the present head of the house is appended, not because it has any value, but because it serves to stamp the type and ought to shock out of his ingrown stupidity anybody who embraces it.

"The ——— Company is so big that it runs itself," he has said. "No one of its employees is indispensable to it; it could let any of them go now—to-day—and not feel it."

There is a mixture of truth and untruth in this opinion, but as a whole it breathes folly. No "business" runs itself; it is run by those who *are* the business. In one sense, nobody is indispensable, but the conception of the employee, as being an automaton, steered and run by the fiat of the all-knowing head of the business, is an outworn theory that ought to be relegated to the scrap heap.

There is absolutely no place in the economy of a business where there is not always room for improvement, and the problem of all problems that presents itself to the responsible executive is how to discover those improvements.

If he is a make-believe executive, the "son," and not the *son*, of his father, he rests on the laurels won by his progenitor, and tries to crystallize the business into an absolute despotism.

If he is a real "chip of the old block," he continues the more or less democratic ideals of the latter, enlarges his "cabinet," recognizes ability, "opens careers," as Napoleon did, to all talents, in his organization, and builds a large success on co-operation *within the house*. When his men leave him it will be because he has let them develop to the full, and he has profited in so doing; it will not

be because he has stifled every helpful impulse and desire for efficiency, and so has sacrificed larger opportunities and profits.

If the fathers of the wrong kind of sons would only make as good a job of their sons' education as they do of their other products business history would often be written in other ink.

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PRINTERS' INK says:

*Any old theory is all right—so long as we don't insist upon experimenting with it.*

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### **Getting Started in Advertising**

Every advertising man receives a good number of inquiries from young men and women who have given attention to advertising in one way or another, who feel that they have ability along advertising lines and who are eager for a try-out. They ask a question that has become familiar—How can I get a start? Here is a suggestion as to how to respond:

Very often the best place to get started is right at home, and perhaps in the job that you are holding now. It is not always the case, but it is common enough, to find people searching abroad for the acre of diamonds that lies just in front of their doors.

If the concern that employs you does a little advertising, or ought to do some, try tactfully to get a chance at that. There are few concerns that cannot make use of good sales or soliciting letters, a strong folder or perhaps a booklet, even if no newspaper, magazine or trade-paper space is used. If there is absolutely no chance to do advertising work for the concern that employs you, see if there are not some other concerns in town whose work could be handled by you in spare hours—concerns whose advertising interests are not large enough to warrant employing a good advertising man for all of his time but who nevertheless need advertising service.

Such work will give you a try-out and enable you to see whether or not you can do things or only

think you can. It will likely bring you some problems that will require considerable investigating. But the experience will be helpful, and give you a basis on which to work for bigger things.

Doubtless some of the people in advertising work have been lucky enough to jump to big things in a short time, but most of them have advanced along gradually to the responsible positions that they hold. One who is not willing to start with the smaller things of advertising is not likely to be a success at bigger things.

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PRINTERS' INK says:

*The energy expended is no sure measure of progress. Ever see a squirrel run his head off in a wheel?*

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### **Overlords of Advertising**

When the account of a certain tobacco manufacturer was secured by a New York agency, it was turned over to one of the executives for planning. It was an important account, running well into figures, and since the manufacturer had not previously done any consumer advertising it needed something more than perfunctory attention.

Flushed with the consciousness of past successes, the executive went to his art department, asked for some nifty drawings of the product in use, and set sail for the client's establishment with them under his arm. The client opined that he was hiring the agent to know how and where to sell his product, so he O K'd the copy and list of mediums without question. Except for a couple of trifling oversights such as advertising the product as a pipe tobacco when it was better suited to cigarettes, and advertising it *where pipes are not generally smoked*, the campaign was splendidly executed. The pictures of lantern-jawed men smoking briars and cobs were models of technique and "bristled with virility"—but what is left of the account is in other hands now. It is a lucky thing for advertising mediums and the cause of advertis-

ing in general that a real digger up of facts came along in time to prevent another tombstone from being erected in the advertising graveyard.

The real, fundamental reason for the failure of the account was the fact that the executive to whom it was entrusted had been overtaken by a sense of knowledge-by-divine-right which frequently lies in wait for certain types of mind. With a number of undeniable successes in his past record, he imagined himself one of the overlords of advertising.

No need for him to investigate so common a thing as tobacco—to ask questions would imply that his knowledge was not quite universal. It should not have taken very long or been a very hard task to ascertain that the tobacco in question was not a pipe tobacco and that very few men smoked pipes in the district where the bulk of the advertising went. But the gentleman jumped to the conclusion that a mere tobacco account was a very simple proposition and required no particular investigation.

Knowledge is power, but the assumption of omniscience is a greased chute. An agent once in a public address before a Middle Western ad club stated that the newspapers of Boston were all liars, because their combined circulation figures were largely in excess of the population of municipal Boston! It sounded well, but unfortunately facts are no respecters of persons. They overturn the theories of the anointed with the same neatness and despatch as is applied to the blunders of the "mere plodder." Houses of Lords are getting unpopular, speaking governmentally and advertisingly.

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#### PRINTERS' INK says:

*Sometimes we have to be satisfied with things as they are.—It's a poor ball-player who sits on third and calculates the exact parabola of the ball he wants to bring him home.*

### Wall Street Threatens Revolt

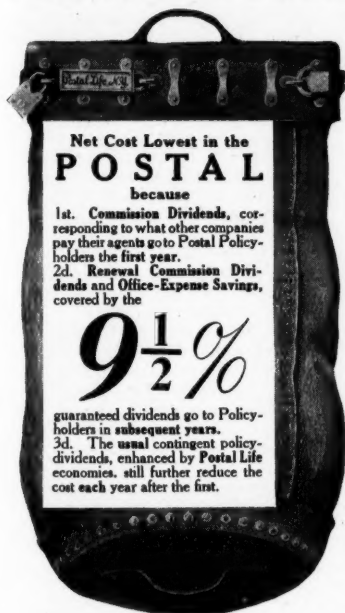
Away back in '98, the Governing Committee of the New York Stock Exchange put a damper upon advertising in these words: "In future the publication of an advertisement of other than strictly legitimate business character, by a member of the Exchange, shall be deemed an act detrimental to the interest and welfare of the exchange." The words "legitimate business character" would seem open to considerable latitude of interpretation, which, however, has not been allowed by the powers that be.

One investment house which ran the cut of a locomotive in an ad was promptly castigated; one which called itself "The Bond Investment Brokers of New York" was condemned as misleading; and a third which mentioned some Standard Oil Subsidiary stocks as good investments was told to reform or surrender its seat on the Exchange. Inasmuch as a seat costs thirty thousand dollars, the required reformation took place.

But there are signs of revolt in the air, and the insurgent element in Wall street—which has been steadily growing in strength—is beginning to insist upon a wider interpretation of the rule. Already one concern has cut loose from the cut-and-dried form of financial copy and has run a series of educational ads without incurring the committee's expressed displeasure. This concern, however, has carefully avoided any mention of particular securities, and hasn't run noticeably to "human interest" openings.

It was hoped that the new administration of the Exchange would reverse the policy, but it has not done so to date. There are mutterings among the brokers, however, and veiled predictions of a more elastic interpretation if not a repeal of the resolutions. As one bond house put it: "Financial advertising is not as it is because we like it, but because we don't dare do otherwise. Wait until the bars are down, and financial copy will take its place where it belongs."

# Good Advertising Men are exponents of Conservation as exemplified in the Postal Life Insurance Company



## STRONG POSTAL POINTS

**First:** Old-time legal-reserve insurance—not fractional or assessment.

**Second:** Standard policy reserves, now more than \$10,000,000. Insurance in force more than \$50,000,000.

**Third:** Standard policy provisions, approved by the State Insurance Department.

**Fourth:** Operates under strict State requirements and subject to the United States postal authorities.

**Fifth:** High medical standards in the selection of risks.

**Sixth:** Policyholders' Health Bureau arranges one free medical examination each year, if desired.

You aim to eliminate waste in distribution; to take up lost motion in the selling-chain; to bring cost down to rock-bottom.

The Postal Life Insurance Company does just this for you by cutting out agents and all other middlemen; it does business *direct*, through correspondence or personally at its home-office, thereby materially reducing the expense of selling.

The Company thus enables you, as a policyholder, to escape commissions, branch-office expense, collection fees and State exactions (taxes, licenses, etc.) throughout the country. The result is genuine

## Conservation for Policyholders

The saving is decisive and permanent. (See mail bag.)

The *policy-options* and *values* are liberal, while you have the right to deposit premiums monthly, quarterly, semi-annually or annually, as desired and without consulting the Company.

Why not have the Company supply official information showing just what it will do for you personally? Call at the home office or simply write and say:

"Mail me insurance particulars for my age as mentioned in PRINTERS' INK for September 26."

Writing the Company places you under no obligations and no agent will be sent to visit you.

In your letter be sure to give:

1. Your occupation. 2. The exact date of your birth.

## POSTAL LIFE INSURANCE COMPANY

The Only Non-Agency Company in America

WM. R. MALONE, President.

35 Nassau Street, New York

## HOW A STUDY OF THE MARKET WOULD BEN- EFIT TECHNICAL ADVERTISING

MANY TECHNICAL ADVERTISERS DO NOT KNOW THE REAL POINTS OF SUPERIORITY IN THEIR OWN GOODS—FAILURE TO COMPREHEND THE EXTENT OF THE MARKET HURTS MUCH TECHNICAL COPY—THE POINT OF VIEW OF THE PURCHASER IS MOST ESSENTIAL

*By John N. Nind, Jr.,*

*Adv. Mgr. The Furniture Manufacturer and Artisan.*

Most technical advertisers fail because they apparently do not know the real sales points of their goods in relation to similar features of competitive goods. And where they *are* appreciated, they are not used effectively in the advertising, especially in the matter of illustration. Another reason for the failure of technical advertisers is the inability of the advertiser to assume the viewpoint of the buyer. The user of technical equipment or supplies thinks in terms of his own problems or difficulties and is not interested in mere mechanical details as such.

To illustrate: a woodworking manufacturer had as part of his equipment a swing cut-off saw, so constructed that when it was necessary to re-babbitt the bearings, a large portion of the machinery had to be dismantled. This entailed several hours' loss of time, when his plant was operating under forced pressure. This manufacturer finally found in an advertisement a cut-off saw of the same general type, which was so built that the bearings which caused the trouble in the other machines could be re-babbitted in a comparatively short time and with much less labor. This machine was purchased through advertising, but the point worthy of note is that the maker of the saw did not specially illustrate the point which interested this particular customer, and made no mention of it in his advertising. The purchaser, like the

majority of readers of technical papers, was a careful student of the advertising pages and, in examining the various illustrations, noted the advantage of this particular cut-off saw in respect to the bearings.

It is interesting to note also that the original machine which was replaced by the new one had been purchased through a jobber, and had been a source of complaint on the part of the purchaser; but the jobber had been unable to suggest a better cut-off saw. As a result of the advertising in question, not only was one cut-off saw of the new type bought to replace the objectionable type, but the machinery jobber eliminated the old saw from his line, replaced it with the saw of the better type, and has since sold several hundred of them. Yet, in all probability, this advertiser, like many other technical advertisers, would contend that technical advertising did not pay.

The point which is specially noteworthy in connection with the incident is that the advertiser apparently did not realize one of his major sales points. Furthermore, if he did appreciate it, he failed to secure the greatest advantage from it by the use of an illustration which would direct attention to the feature. Instead he used only a general view of the machine. An examination of the advertising of most machinery manufacturers indicates that eighty-five per cent of them make the same mistake; they show the entire machine and endeavor to talk the whole proposition at once instead of making a few bull's-eye shots.

A great many technical advertisers do not appreciate the full possibilities of their product. A certain manufacturer advertised a box-board matching machine and, like many other machinery advertisers, talked principally of the mechanical features of the machine, rather than about the work it would do and how it would do it from the standpoint of the possible buyer. For a long time a manufacturer of butter-tubs had been in search of machines which



would match his butter-tub staves. He had seen the advertisement of the box-board matcher repeatedly, yet there was nothing in the advertising to suggest that the machine was applicable to curved stock, of which butter-tub staves are made. The advertising mentioned only flat box-boards.

It is the habit of this particular manufacturer to pass on the papers which he receives to his men in the factory. One day the superintendent of his plant came to him with the page bearing the box-board matching machine advertisement and suggested the possibility of the use of this machine to accomplish work which had heretofore been done by hand, and which now, owing to an increase of business, had become a considerable manufacturing problem. A purchase of the machine advertised followed. Three additional machines of the same general type have since been purchased.

How many machines might have been sold to butter-tub and

cooperage concerns if the application of the machine to that field had been appreciated at the start?

As one buyer of technical products put the proposition to me in regard to technical advertising, "An analysis of all the buying I have done as the direct result of advertising indicates that two-thirds of the purchases have been made not because the advertiser said anything in his advertisement to appeal to me, but because *in my own study of the advertising pages I found in the equipment illustrated some point of appeal*. The real sales point, as far as I was concerned, the real feature which made the equipment of service or value to me was seldom set forth in detail by the illustration or the reading matter in the advertisement."

The nub of the whole situation is this: many technical advertisers fail of success, or fail of any volume of "returns," just as do advertisers in other lines, because of their failure to get the buyer's view-point. The purchaser of a mechanical device is not inter-



# H. SUMNER STERNBERG

## COMPANY

### *Advertising*

IN ALL ITS BRANCHES.

### *Merchandising*

BY MEANS OF PRACTICAL PUBLICITY

**208 FIFTH AVENUE**

LINCOLN TRUST CO. BLDG.

*New York*

TELEPHONE 6217 MADISON SQUARE

# PHYSICAL CULTURE

can give you

**166,000 of Circulation**

the confidence of every one of the readers.

and the assurance that your advertisement will be read by at least 90% of them.

That's our recipe for profit-making returns. It's what enables us to win out where others fail.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager  
Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

## Quality Circulation Brings Returns

**The  
Washington Post**

Desires the services of an

**Able  
Copy-Writer**

to take charge of its copy department. Must have experience and know retail sale conditions. Address at once with samples of work and state experience to

**Lester F. Marx, Adv. Mgr.**

**WASHINGTON POST**

Washington, D. C.

ested in its mechanical features *per se* but in what these features will accomplish in relation to his own work. Neither is he interested in machines or supplies and equipment as a whole but in their possible utility and accomplishments.

Advertising experts and advertising agents have failed on technical propositions not because of their lack of appreciation of these circumstances but because they are, for the most part, men of commercial minds and have neither the training nor can they assume the attitude of mind of those engaged in engineering or manufacturing projects. The men with the proper technical qualifications, on the other hand, seldom have the qualifications of successful copy writers. Hence, the dearth of good technical copy writers and good technical copy.

### SLIGHTING THE RETAILER

Certain manufacturers who depend on the retailer as the ultimate medium of distribution for their products lose sight of the fact, in their advertisements, that this same retailer stands entitled to recognition from them.

It is a common thing to read the following footnote, or one similar to it, at the bottom of a manufacturer's advertisement:

"If your dealer does not handle our goods, send us (price quoted) and we will forward you a sample package."

While one item in itself is not of much significance, from a financial standpoint, yet the sum aggregate of the moneys gathered in by this system of mail-order business, brings thousands upon thousands of dollars each year to these manufacturers, and loses just so much to the retailers of the country.

The ethics of business would be better subserved and the interests of the advertisers would in no way be made to suffer, if the system of introducing goods, employed by another class of manufacturers, were adopted by them.

These concerns conclude their advertisement by asking the consumer to forward them the name of the dealer or retailer, and in return for this service the consumer will receive a sample package of the goods advertised. When the name of the retailer reaches these manufacturers, the latter communicate with the dealer in an effort to induce him to handle their product. In this manner all the parties concerned receive fair treatment and there is no cause for complaint.

Many manufacturers are aware of the fact, but there are those who have it still to learn—that the day has passed when the retailers, as a class of merchants, might be slighted with impunity.

—Retailers' Journal.

### NEW YORK UNIVERSITY'S COURSE IN ADVERTISING.

A new course in advertising has just been announced by Dean Joseph French Johnson, of the New York University School of Commerce, Accounts and Finance, in which the ideas of practical advertising will be taught from the point of view of the advertising clubs of America. The course will be in the hands of Harry Tipper, advertising manager of the Texas Company, New York. Mr. Tipper is president of the Technical Publicity Association, chairman of the educational committee of the Association of National Advertising Managers, and a member of the educational committee of the Associated Advertising Clubs of America.

The course given by Mr. Tipper will be held every Monday evening during the school year and will include a careful study of the economic forces in advertising, the relative value of mediums for various purposes, the technique of advertising and the various follow-up systems used in campaigns. In addition to Mr. Tipper's course a correlated laboratory course in advertising practice will be conducted by G. B. Hotchkiss, assistant professor of business English.

E. H. Lawson, who has been connected with circulation management for the Curtis Publishing Company and the *Christian Herald*, has been made circulation manager of the *Montreal Witness*.

Allan Fink has been made vice-president of the W. S. Hill Company, of Pittsburgh. Among the accounts handled by this agency are those of the Ward Bread Company and the Red Raven Corporation.

After having a successful evening school during last winter, the University of Pittsburgh has decided to start a day school for students of advertising.

### Lincoln Freie Presse

German Weekly  
LINCOLN, NEBRASKA

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

**CIRCULATION 128,384**  
RATE 35 CENTS

### INLAND ADVERTISING AGENCY

C. L. Watson, President  
501 McCORMICK BLDG., CHICAGO  
Complete selling plans. Newspaper and Magazine Advertising. High Class Catalogs and Booklets. Let us send you "Demonstrations," our monthly visitor.

Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

### WANTED— A Better Job

Wide-awake advertising man 28 years old with six years' experience as manager, wants new connection with live progressive concern offering good opportunity for future growth.

This man has usable ideas. He is a capable executive who can keep things moving and get things done. He is a writer of strong copy for magazine space and mailing pieces, and has had a valuable training in catalog and booklet work. A shrewd buyer of magazine space, printing, engraving, and art work.

He is now employed in a Middle Western city.

If you have a promising opportunity for an efficient man, address

H. F. L., Box 12A, Printers' Ink

## The Little Schoolmaster's Classroom

Another strikingly novel sales letter has come to the attention of the Schoolmaster. The advertiser is a manufacturer of men's silk hosiery. With the letter comes one of the very useful articles described, but the advertiser holds on to the mate. He tells you that if you will order half a dozen pair he will ship along the mate to the handsome sample of hose that you have before you, and thus you will have seven pair at the usual price for six. The plan commands attention, and you certainly do want that other sock.

\* \* \*

A reader sends The Schoolmaster one of the recent Eastman Kodak advertisements—the one in which there is just a concise suggestion about the ease with which photographers take photographs nowadays, and the usual liberal amount of white space. This reader thinks there is very little to the copy and believes it would be strengthened if it were changed to read: "Somewhere in your town there is a photographer using the Eastman Kodak. Find him."

The weakness with a great deal of criticism of advertisements lies in the fact that the critic does not see deeply enough into the advertiser's experience or his purpose and therefore can make only "surface" comments. In this case the advertiser is endeavoring to create business for photographers and to cultivate their good will, and The Schoolmaster believes the advertisements will be effective. The critic could hardly have given much thought to his suggestion. Would he go from one photographer to another, asking if the Eastman goods were used? It is most unlikely, and just as unlikely that others could be induced by advertising to take that action. Our personal view-point is not always the view-point of the real consumer, but just the

same it is often a good plan to ask ourselves, "Would I do that?" "Would that convince me?"

\* \* \*

The Schoolmaster has recently had two most interesting chats with independent advertising men—men who buy no space and do no placing of advertising, but who take hold of problems and special work in merchandising and advertising and serve their employers for a fee, or for a salary for a stipulated time, just as a lawyer, an architect, an engineer or any other professional man would.

These two men, it may be remarked, are men well up in the advertising world.

Said the first:

"Within a few days after I had left Blank's, several jobs as advertising manager came. One looked particularly good. It was with an automobile concern in the Middle West, and it meant a salary of \$15,000, with a good little block of stock in the company. There is little doubt of the fact that the Lord designed me for a mechanic, and this job rather appealed to me, but it would have taken my wife away from all her friends, and I hesitated. About that time one of the agencies here asked me if I wouldn't be willing to write some copy for one of their most particular clients. It seemed that about everybody on the agency's staff tried his hand on this advertiser's copy, but he wouldn't have any of it. Long ago, when I was with the ——— Agency, I had turned out some copy that pleased this advertiser, and so I said I would undertake the job. My copy got the O. K., and the agency head wanted to know what I would handle the work right along for. I thought a moment and then named a figure that made him blink once or twice, but he finally said 'all right.'

"Other things began to come. I made a talk before an advertising club and a concern represented there wanted to pay me two thousand a year to do some special work. Before long I had some sixteen thousand dollars' worth of work in sight. It came so easy that I saw no reason why I should tie up with some one company as advertising manager.

I saw myself renting a nice little office with one stenographer—a sort of high-grade copy shop—with three or four days' work a week to bring in a comfortable livelihood and the other days left for recreation.

"But I soon saw another side of the problem. I saw, what I might easily have seen at first, that these concerns that were pay-



## "Facts" in Advertising

The stating of facts, and facts only, regarding an article of real value and merit, and then backing up every claim made, is seen in the wonderful success of

# 1847 ROGERS BROS.

*"Silver Plate that Wears"*

From the time 1847 ROGERS BROS. ware was first advertised, over 50 years ago, no extravagant claims have been made for this silverware. It has simply been advertised as the equal of sterling in beauty of design and finish, and that it is the highest grade of silver plate made. It is backed by the largest makers with an unqualified guarantee made possible by the actual test of 65 years.

INTERNATIONAL SILVER CO., Meriden, Conn.  
Successor to Meriden Britannia Co.



**LANTERN SLIDE ADVERTISING**

*When it's done*  
**RIGHT**

PAYS

"Moving picture advertising pays—when it is done right. We do it right.

We can take your proposition and prepare for you a series of slides, inexpensively, that will actually sell your goods.

And our service renders all your dealings with us convenient and easy for yourself. Write us today. We would like to explain."

**THE NEOSHO SLIDE COMPANY, 103 Spring Street, Neosho, Mo.**

ing me from fifteen hundred to five thousand dollars a year expected me to earn the money, and they would come at me with little



## A Dull Month

and yet August saw the confidence of local advertising in The Pittsburgh Post increase by

### 93,016 Lines

Setting a Heartbreaking Pace.

## THE PITTSBURGH POST

Emil M. Scholz, General Manager.

CONE, LORENZEN & WOODMAN,  
Foreign Representatives.  
NEW YORK. CHICAGO.

## Only One Advertising Cost at Janesville, Wisconsin

In the average community there are several daily newspapers whose combined circulations cover the field, which means that the advertiser must pay several advertising costs. The Janesville Daily Gazette, over 6000, and the Semi-Weekly Gazette, nearly 1800, a total of about 8000, covers its field intensely and makes necessary but one advertising cost. 3200 homes in Janesville and 2600 plus Gazettes therein; 3400 plus in the small towns and cities and on the rural routes.

Do you need our service co-operation?

## THE JANESVILLE DAILY GAZETTE

M. C. WATSON, Eastern Representative, New York, N. Y.  
A. W. ALLEN, Western Representative, 1502 Tribune Building, Chicago, Ill.

Edw-Edz

Celluloid

## Use these Guides Tipped with Celluloid

Don't crack, curl, fray or require additional filling space. Always clean. Don't show finger-marks. All colors—plain or printed as desired. Only Tip in one piece. All sizes. Write for Samples.

STANDARD INDEX CARD CO., 701-709 Arch St., Philadelphia

apparent consideration of the requirements. A letter would come in asking for half a dozen advertisements to be in the mails to-morrow, and before you were well into the job a telegram would come asking if the advertisements were on the way.

"I soon found that instead of working three days or four days of the week, I was working seven, night and day, and that even the extra half hour at lunch was burning up valuable time.

"I had to have help, of course. I had my choice of going back to the cozy copy shop idea with a few clients, or of organizing a fair-sized copy staff and of taking care of all the work. I did the latter, and now some of my clients are putting up to me the interesting question of why they should place the business through a recognized advertising agency if they are paying me for the constructive part of the work. And I have to tell them that there is no answer to that question, except that it would seem eminently proper either for me to do what the agency is doing in addition to what I am doing, or for the agency to do what I do."

"Comparing your old job as advertising manager with this new work," queried the Schoolmaster, "which do you feel gives you the better chance for effectiveness?"

"I work better under pressure," was the answer. "I think straighter and write better when I am pushed—when work is piled up and it is a case of getting down to the right things right away or of getting away behind. There is more variety, less chance of getting into a rut, of over-specializing. Sometimes, you know, it is a disadvantage to be too much of a specialist. But, of course, if a man feels that he wants to see everything out to a fine finish, to the dotting of all the i's and putting in every comma, he will find his best field with one advertiser. That is a personal problem, a matter of temperament. This much is certain a man certainly runs into some big things doing this independent work."

The other high-class independent man is one who is firmly of the conviction that the rolling stone gathers the moss in the advertising business anyhow.

"I figure," said he, "that it doesn't pay to tie up too long with any one advertiser. In the first place, there are very few advertisers in the country who pay large enough salaries to hold a high-grade man for all of his time. And my experience is that I can complete a short contract with an advertiser and afterwards go back to him at a fifty per cent or bigger advance without any difficulty.

"The trouble with most advertisers is that after they have had a man a certain length of time they get the idea that the business would have come anyhow. They don't give proper credit.

"For myself I prefer a contract calling for a specified amount of time or a certain service for a fee. Then the occasion is ripe for the best advertising work. The very fact that an outside man is called in, at a big price, indicates that the concern is stumped somewhere, that it has a real problem on its hands; and it indicates further that everybody concerned is ready to give up the necessary information. And while, of course, the chance for friction and worrying detail is increased with the number of clients you serve, you are in an independent position and can fight for your plans or cut loose at the drop of the hat, which you can't always do as an advertising manager for one concern. My observation is that about half of the average advertising manager's work consists of diplomatic tactics."

And this independent advertising man showed telegrams, correspondence and contracts that left no doubt of the big field for such men as he is—versatile and of broad experience, speedy and yet of wonderful concentrative powers, keen merchandising sense and of remarkable skill as a writer, and lastly but not least, of commanding, forceful presence.



## Buy Leaders' Influence Rather Than Individuals'

**T**HE lawyer is essentially a public man. In the present political campaign you see him in the foreground everywhere in but one form of activity. It is he who is trying to solve our economic and social problems as well as governmental.

If you can interest him in your commercial proposition, his influence in spreading your good will is that of a leader—which is always worth far more than that of a disassociated individual.

Yet it costs but little to interest these very leaders through the pages of **CASE AND COMMENT**, the Lawyers' Monthly Magazine.

National paid circulation is guaranteed 10,000 copies. Good inside positions open and back covers in two colors for 1913.

November forms close October 10th.

### CASE AND COMMENT

Rochester

New York

## We Want An Advertising Manager

He must be a facile writer, know a good deal about retail merchandising and be able to conduct his department efficiently.

We prefer a young man who has the necessary energy to start things, and the necessary ability to finish them.

A good chance for the right man; the permanence of the position depends solely upon the ability of the man, himself! State experience and salary expected. Address J. Goldsmith Sons & Co., Memphis, Tenn.



## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENTS

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER**, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

The circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

### AD. WRITERS

"THESE look very nice," writes magazine. Copy Service—Writing and Illustrating (only)—on a piece work basis. **ALFRED WONFER, 31 Clinton St., Newark, N. J.**

### BUSINESS OPPORTUNITIES

**CHANCE FOR GOOD COPY WRITER** to take a financial interest in small but growing advertising agency of good reputation. Recognized by the Quoin Club. Address, Box 177, care of Printers' Ink.

### COIN CARDS

**WINTHROP COIN CARDS.** Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS (Dept. C.)** General Printers and Binders, 60 Murray St., New York.

### HELP WANTED

**A Large Advertising Agency** located in the Middle West want to employ a copy man. One who has had experience in automobile advertising or kindred lines preferred. Address, "D," Box 195, care Printers' Ink.

**A BUSINESS Editor Wanted.** Publishers of magazine with national circulation desire young man to associate himself with them by making small investment and assuming editorship of paper established fourteen years. Excellent advertising patronage; sold everywhere. Particulars at interview. **BILL-LESS, Box 304, care Printers' Ink.**

**WANTED** October 1st, man who has had some experience in circulation promoting contests. Must be good talker, one who can enthrall contestants. No grafter or faker wanted. Good salary. High class Eastern Newspaper. Address, **CIRCULATION, American Newspaper Publishers' Association, World Bldg., New York**, giving full particulars and salary expected.

**A LEADING FIRM** of manufacturers of specialties in showcards, posters, window displays, and novelties, require representation in the States. Those who have a sound connection amongst the largest advertisers, and wish to represent an up-to-date and "live" firm with an extensive connection in England and the Continent, write to **J. FRENKEL & CO., Ltd., 119-120 London Wall, London, E. C.**

## Agency Man Wanted

Secretaryship of good agency in a large city will be open Nov. 1 to an experienced agency copy man of ability, good habits, and who can and will do his part. An exceptionally good opening for the right man with a little money which he, himself, will have a hand in handling. Address, with full particulars, Box 307, this office.

## Copy Man Wanted

A well-established and growing service-agency wants a clean, forceful copy man well up on merchandising plans—a man whose ability, capacity and habits are such as will warrant his admittance into the corporation. No cigarette fiends, booze-fighters or fly-by-nights need apply. Address, with full particulars, Box 308, care of Printers' Ink.

## AD. MAN WANTED

A Boston Specialty House carrying women's, misses' and girls' wear, the largest in the country confined to these lines, is looking for a man to take charge of its advertising. Only one who can bring energy and ideas will be considered, and the right man will have wide scope as to sales promotion and be an important member of the store's organization. In answering, state fully experience, qualifications and salary expected. **CONRAD & COMPANY, Boston, Mass.**

### MAILING LISTS

**PACIFIC COAST**, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau, 36 Montgomery St., San Francisco, Cal.**

OFFICES

## Copy Writers

If you are a "free Lance" and want a fully furnished private office, or a desk with all the accessories, in a suite which is centrally located in the Zone of Advertising, write to Suite 601-2, 17 Madison Ave., New York City.

### POSITIONS WANTED

**COMMERCIAL** Designer and Letterer wants piece work. Sketches and estimates free. Williams, 29 Torrey St., South Weymouth, Mass.

**ADVERTISING** writer (now a student in card lettering) desires position with retail or department store. Four years writing strong selling copy that paid. References. Address, G. Box 193, Harrisonburg, Virginia.

**ADVERTISING MAN**, experienced, capable, energetic, 32, seeks new connection. Copy writer or assistant advertising manager. Highest references. Address, F. A., Box 309, care Printers' Ink.

**House Organ.** A practical man with economic ideas is available for half time to edit and conduct same. Address, Box 302, care Printers' Ink.

**EXPERT STENOGRAPHER** and typewriter, private secretary and correspondent for seven years, with valuable advertising knowledge and experience, desires to secure first-class position. Box 300, care of Printers' Ink.

**STENOGRAPHER**, young lady with considerable advertising experience, wishing to make change, would like to connect with reliable N. Y. City concern as stenographer or stenographer and private secretary. Box 310, Printers' Ink.

**YOUNG** married man, age 30, seeks connection with department or agency in West or Canada; writes sales producing copy; first-class correspondent; experienced with printing and engraving methods; I. C. S. training; knows all branches of advertising. C. G. B., Box 199, care Printers' Ink.

**AMBITIOUS YOUNG MAN**, 26, with thorough knowledge of practical printing, type and layouts, and familiar with advertising principles, is anxious to secure position under advertising or sales manager. Experienced traveling salesman. Try me. B. G. W., 109 Fourth St., Newark, N. J.

### ARTIST

10 years' experience as advertising manager. Pen wash and color man. Wishes to connect with advertising agency, publisher or lithographic company in New York City. References and samples of work on application. Box 301, care of Printers' Ink.

**YOUNG** man (25), at present connected with agency as ad. manager specializing on street car work, desires change. Varied experience along advertising and sales lines. Capable correspondent and detail man, also possessing executive ability. Moderate salary to start. Box 305, care of Printers' Ink.

## I Can Sell White Space

and have sold lots of it, the past six years on Farm publication, Magazine and Newspaper in keenest competition with "top notchers." Educated in West, Eastern connections, am very much alive, yet conservative. 29 years of age, married, of good personality and address. No use for "booze." Have good detail training, write crisp, forceful copy, convincing and to the point. Present connection Newspaper city of 125,000. Desire connection with Class or Farm publication, or strong Magazine in Eastern or Central field, where ability to sell space will be recognized and paid for. Am a steady, consistent producer and favor connection that offers a future. BROWNELL, Box 198, Printers' Ink.

## Advertising Man

Experienced in retail work desires a position in some line of advertising. Age 24, I. C. S. training, and graduate of Kansas State University. Good appearance, used to meeting people and a good correspondent. I'll be glad to send references. Box 303, Printers' Ink.

## Sales or Advertising Manager

or both. Writes strong copy, and is particularly good on sales letters, sales promotion and follow-up. Hard worker. Original. Good mail-order man. Thoroughly familiar with office systems, etc. Knows how to handle salesmen. Ten years' experience. Best of references. Now in charge of sales promotion department. Excellent reasons for desiring change. Prefer Eastern location. Box 197, care Printers' Ink.

## Trade Journals, Advertising Agencies, Magazines, Newspapers

I am a job compositor with a good knowledge of printing and am ambitious to enter the advertising field, as its scope is much wider than that of my present pursuit. Outside of being able to write and set a good advertisement, my knowledge of the general advertising business is only theoretical, which I acquired by several years of study and observation. My desire is to connect with the practical side of the publicity business. If I could become a good advertising solicitor, I'd let it go at that, and am anxious to take a good hard try at it. If success in this business represents incessant toil and unlimited ambition, I think I stand a chance. If you can offer me an opportunity kindly let me hear from you. My age? Yes, 25. J. L., Box 196, care Printers' Ink.

## This Advertising Man is not merely an Advertiser Writer but a "Writer Salesman"

For several years I have been handling, very successfully, the advertising and sales correspondence for a large wholesale and manufacturing concern, rated A A1, in a Middle-Western city. My work has been highly gratifying to this house, but conditions are unsatisfactory to me, and I wish to get out. Age 37 and salary expected \$200 a month. If you prefer, though, I would go on at \$60 plus the value of my services to you. I organized the advertising department for the house I am now with, built up a good mailing list, and am getting excellent results through advertising copy and sales letters that have "clinging" selling force to them. This selling force, this power to increase prestige, and this human personality are the dominant characteristics in every piece of work I turn out. I can focus the selling points of your goods into a gripping and compelling human-interest commercial narrative that will get good results. Would like to send you samples of some advertising and sales letters I have gotten out as an ounce of proof outweighs pounds of talk. Suppose you write me for some evidence of my qualifications for that position of yours, then judge of my value to you. Write me and see what will come out of it. Address "WRITER SALESMAN," Box 306, care of Printers' Ink.

### PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

### PUBLISHING BUSINESS OPPORTUNITIES

**SEE HARRIS-DIBBLE CO.** for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 26,377. Best advertising medium in Alabama.  
Montgomery, *Advertiser*, net av. year 1911, Dy. 17,569; Sun., 23,535. Guarantee daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## ARIZONA

Phoenix, *Gazette*. Average June, 1912, 6,326 daily. A. A. A. ex. regularly.

## CALIFORNIA

San Diego Union. Sworn circulation, July, 1912, Daily, 10,967; Sunday only, 15,739.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,861; 1911, 7,892.

Meriden, *Morning Record & Republican*. Daily av.: 1909, 7,709; 1910, 7,893; 1911, 8,085.

New Haven, *Evening Register*, daily. Aver. for 1911 (sworn) 19,154 daily, 2c.; Sunday, 15,108, 5c.

New London, *Day*. Evening. Circulation, 1910, 6,892; 1911, 7,141. Double all other local papers.

Norwalk, *Evening Hour*. Average circulation 1911, 3,645. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. regularly. 1911, Daily, 7,518; Sunday, 7,559.

## DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily 4 mos. '12, 64,154 (C.C.). Carrier delivery.

## ILLINOIS

Chicago *Examiner*, average 1911, Sunday 541,523, Daily 218,695, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Polish Daily News*. Year ending May, 1912, 16,094; May average, 16,705.

Champaign, *News*. Leading paper in field.

(Champaign-Urbana.) Average year 1911, 8,327.

Joliet, *Herald*, evening and Sunday morning.

Aver. year ending Dec. 31, 1911, 9,114.

Peoria, *Evening Star*. Circulation for 1911, 21,140.

## IOWA

South Bend, *Tribune*. Sworn average Aug. 1912, 13,583. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,331. "All paid in advance."

Des Moines, *Register & Leader* (av. '11), 36,263.

*Evening Tribune*, 20,316 (same ownership). Combined circulation 55,579—35% larger than any other Iowa paper.

Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,956 subscribers. All good people.

Waterloo, *Evening Courier*, 54th year; Av. dy. 6 mos. to July 1, '12, 8,731. Waterloo pop., 29,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 28,911.

Louisville, *The Times*, evening daily, average for 1911 net paid 47,956.

## LOUISIANA

New Orleans, *Hem*, 1st 6mo. 1912, daily ave. net, 43,870. Sun. ave. net, 45,744. A.A.A. examination.

## MAINE

Augusta, *Kennebec Journal*, daily average 1911, 9,872. Largest and best circ. in Cent. Me.

Bangor, *Commercial*. Average for 1911, daily 10,444.

Portland, *Evening Express*. Average for 1911, daily 17,628. Sunday *Telegram*, 13,618.

## MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,628. For Aug., 1912, 74,705.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 124,614—Dec. av., 137,178.

## Sunday

1911, 323,147—Dec. av., 324,476.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 447,983 lines

3,327,521 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, *Evening Transcript* (©©). Boston's ten table paper. Largest amount of week day ad.  
 Boston, *Daily Post*. Greatest. July of the *Boston Post*. Circulation averages: *Daily Post*, 411,131, gain of 57,963 copies per day over July, 1911. *Sunday Post*, 323,756, gain of 36,120 copies per Sunday over July, 1911.

Boston, *Herald and Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1911 av. 3,406. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, 16,539; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.  
 Salem, *Evening News*. Actual daily average for 1911, 13,371.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Large evening circulation.

### MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ Jackson, *Patriot*. Aver. year, 1911, daily 10,368; Sunday, 11,313. Greatest circulation.

### MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 31,887.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1911, 102,725.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©©). In 1911 average daily circulation, ©© evening, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for Aug., 1912, evening only, 80,713. Average Sunday circulation for Aug., 1912, 84,146.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,586. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, by Printers' Ink Publishing Company 109,313.

### MISSOURI

Lamar, *Democrat*, weekly. Average, 1911, 3,811.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829.

### NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,350 daily average 1st 4 mos. 1912.  
 Camden, *Post-Telegram*. 10,415 daily average 1911. Camden's oldest daily.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.  
 Trenton, *Evening Times*. 1911, 20,970; '08, 21,326; '09, 19,062; '10, 19,236; '11, 20,113.

### NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 18,361. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 80,268. *Evening*, evening, 33,891.  
 Buffalo, *Evening News*. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,537.

### NEW YORK CITY

**The Globe** Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Jan. 1, 1912, to June 30, 1912, 127,996. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Liecty. Actual Average for 1911, 20,317. Benjamin E. Kennor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Union Star*, 75¢ "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra.

Utica, *National Electrical Contractor*, mo. Average for 1911, 3,625.

### NORTH CAROLINA

Charlotte, *News*, only Evening and Sunday paper in two Carolinas. The *News* leads.

### OHIO

Cleveland, *Plain Dealer*. Est. 1811. Actual average for 1911: Daily, 95,129; Sunday, 126,191. For Aug., 1912, 110,906 daily; Sunday, 132,589.

Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

### PENNSYLVANIA

Erie, *Times*, daily. 21,975 average, Aug., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Philadelphia, *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Mark and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 85,563; the Sunday *Press*, 174,272.

Washington, *Reporter and Observer*, circulation average 1911, 13,823.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1911, 15,549. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening, 16,461 net, sworn. A. A. A. examination.

Williamsport, *News*, eve. Net av. 9823, June, 1912, 9782. Best paper in prosperous region.  
 York, *Dispatch and Daily*. Average for 1911, 18,927. Covers its territory.

### RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation for 1911, 20,397—sworn.

Providence, *Daily Journal*. Average for 1911, 23,067 (©©). Sunday, 32,555 (©©). *Evening Bulletin*, 20,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 6,446.

### SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1911, 8,239.

Columbia, *State*. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 19,525. August, 1912, average, daily, 20,986; Sunday, 20,956.

## VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 5,764. Examined by A.A.A.  
 Burlington, *Free Press*. Examined by A.A.A. 8,988 net. Largest city and state.

## VIRGINIA

Danville, *The Bee* (eve.). Av. Aug., 1912, 3,304. *The Register* (morn.), av. Aug., '12, 2,957.

## WASHINGTON

Seattle, *The Seattle Times* (☉☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 64,005 daily, 83,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, *Ledger*. Average year 1911, daily, 19,901. Sunday, 27,388.

Tacoma, *News*. Average for year 1911, 19,316.

## WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average year 1911, 3,971. Established over 40 years ago.  
 Janesville, *Gazette*. Daily average, July, 1912, daily 8,618; semi-weekly, 1,701.

Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,917.



Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for first 6 mos. 1912, 46,104, an increase of over 4,000 daily average over 1911. *The Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Racine (Wis.) *Journal-News*. Average June, 1912, circulation, 9,980.

## MANITOBA, CAN.

Winnipeg, *Der Nordwestern*. Canada's National German weekly. Av. 1911 23,032. Rates 56c. in.

## ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,628.

## SASKATCHEWAN, CANADA

Regina, *The Leader*. Av. May, 1912, 11,685. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

## Want-Ad Mediums

## CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 8 cts. for 7 times.  
 NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

## ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

## MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

## MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston *Globe*, daily and Sunday, for the year 1911 printed a total of 498,000 paid want ads; a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.



## MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN' THE Minneapolis *Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Aug., '12, amounted to 264,687 lines. The number of individual advertisements by Printers' mens published was 39,195.  
 Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis *Journal*, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



## NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.



# (◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

## ALABAMA

The Mobile *Register* (◎◎). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. By av. 1st 4 mos. '11, 64,154. (◎◎) Delivered to nearly every home.

## ILLINOIS

*Bakers' Helper* (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

## KENTUCKY

Louisville *Courier-Journal* (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston *Evening Transcript* (◎◎), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (◎◎). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis *Journal* (◎◎). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

## NEW YORK

Brooklyn *Eagle* (◎◎) is THE advertising medium of Brooklyn.

*Dry Goods Economist* (◎◎), the recognized authority of the Dry Goods and Department Store trade.

*Electrical World* (◎◎) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

*Engineering Record* (◎◎). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

New York *Herald* (◎◎). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (◎◎). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

*Scientific American* (◎◎) has the largest circulation of any technical paper in the world.

The New York *Times* (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

The *Press* (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,663; Sunday, 174,272.

# THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence *Journal* (◎◎), only morning paper among 600,000 people.

## TENNESSEE

The Memphis *Commercial-Appeal* (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The Seattle *Times* (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee *Evening Wisconsin* (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.



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# \$100.00

## One Hundred Dollars for a Name

We are the largest jobbers of steel—Joseph T. Ryerson & Son. Our stock includes everything needed in any kind of steel construction from rivets, bolts and boilers and high-speed tool steel to the entire steel material for bridges and skyscrapers. Also many steel fittings for various purposes.

All of our stock is systematically listed in a beautiful leather-bound loose-leaf catalog of handy size for a steel buyer's desk, and with convenient thumb indexes. We want the name for this book.

The following names have been suggested in our own office and are under consideration, so these are barred from the public contest. You may suggest one better. That's what we want.

The Ryerson Reference Book  
Steel Buyers Hand Book  
Steel Users Desk Book  
Steel Users Hand Book  
Ryerson Stock List  
Ryerson Steel Stock List  
The Steel Reference Book  
Ryerson Data Book  
Ryerson Steel Data Book  
The Steel Worker  
The Ryerson Hand Book

The Ryerson Reference Book and  
Stock List of Iron and Steel  
Hand Book of Steel  
Steel Workers Hand Book  
Joseph T. Ryerson & Son, Chicago—  
Steel in Stock  
The Steel Reference (for users of  
iron and steel)  
The Steel User  
The Steel Buyer

This contest will close October 15, 1912. We ourselves are to be the judges.

In case several send in the name which we choose, the \$100 will be divided evenly among each.

In case one of the names printed above is chosen, all those sending in the five next best names will divide the \$100 equally.

If you use the name "Ryerson" in your name state why you do, or if not, why not. Also suggest a few words for the title page describing in brief what the book contains. Send also your reasons why we should use your name. In other words "sell it" to us by letter. You may give us some good ideas in this manner; if so, we will pay for them, too.

The point is to convince us why your name should be accepted.

But all you need do, if you wish, is to send one name alone. You may send as many names as you like and thus have a better chance, but only one is necessary.

You may have just the name we are looking for. If you have, you will get at least part of \$100.

Pictures of the book and classifications of our mailing list will be promptly furnished on request.

Index tabs cover: Bars, structurals, sheets, tubes and fittings. Miscellaneous stock, price tables, weights and classifications, engineering data on bridges and buildings, boilers and tanks.

A list of steel sizes and grades in stock, prices, weights and engineering data all combined in this original and handy reference form, which will be kept up to date as no bound book could be.

Address all  
mail to

**HAROLD P. GOULD**

Advertising Manager

Joseph T. Ryerson & Sons

**CHICAGO**

**M**AGAZINES are like their readers, because they must publish what people will read. You can judge the readers by the magazines.

Hence the advertiser in selecting a medium, if he is to do it wisely, must choose his magazines by considering what sort of people he desires as buyers.

If his goods are suitable to attract the best class of buyers, they are best advertised in the magazines having the patronage of the best class of people. The advertisers in

## THE CENTURY ST. NICHOLAS

have the same standing in commercial life that these periodicals have among the magazines.

5